SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE 19 SOUTHERN AND SOUTHWESTERN STATES

PASS IT ON!
OWNER ☐
GEN. MGR. ☐
SERV. MGR. ☐
PARTS MGR. ☐
FOREMAN ☐
SHOP ☐

June, 1950



Seen - and Remembered - BY YOUR CUSTOMERS

The most popular types of Perfect Circle piston rings have been and will be seen by *millions* of readers in leading national magazines. Hundreds—perhaps thousands—of this vast audience are *your* customers—motor-wise car owners who demand the best for their engines. And now, as always, the best in piston rings means Perfect Circles!

Perfect Circles end excessive oil pumping completely, while protecting cylinder walls with just the right amount of oil for perfect lubrication. They stop oil pumping, increase power, save gas and oil. No wonder Doctors of Motors everywhere actively endorse Perfect Circles by installing millions every year!

Perfect Circle GX Steel Oil Ring, as seen in THE SATURDAY EVENING POST, COUNTRY GENTLEMAN, AND POPULAR MECHANICS.

Perfect Circle

THE MOST HONORED NAME IN PISTON RINGS



WHAT IS PINCH-PENNY SELLING?

Here's one example . . . to install a new battery and not replace the cables is pinch-penny selling.

Tests show that the voltage delivered by a new Crescent cable, compared with an old cable, can make as much as 33-⅓% difference in the cranking speed of the starter.

Don't take chances—replace battery cables when installing new battery and *check the cables on every car.*

It's wrong to sell a man anything he doesn't really need. But it's just as wrong not to sell a customer what he *does* need to assure peak performance. Pinch-penny selling causes you trouble...costs you business . . . robs you of profits . . . loses customers.

Never install a battery without new cables—and never replace spark plugs without installing new ignition wires.

DYNAMOMETER TESTS

Prove

NEW IGNITION WIRES MAKE BIG DIFFERENCE IN ENGINE PERFORMANCE

The following table gives results of dynamometer tests on a 1935 Oldsmobile before and after installation of a new set of Crescent 90-05 High Tension Ignition Wires.

	Old Wires	New Wires	Increase
1. Motor RPM	700	1000	42.75%
2. Torque	22	27	22.75%
3. MPH after full load	14	18	28.6 %
4. Load applied at (MPH)	45	45	
5. Time required for breakdown from (4) to (3) above	20 sec.	45 sec.	125. %

NOTE: No adjustment or replacement other than installation of new Crescent ignition wires were made to the car tested.



THE CRESCENT COMPANY, INC.
Pawtucket, R. I.

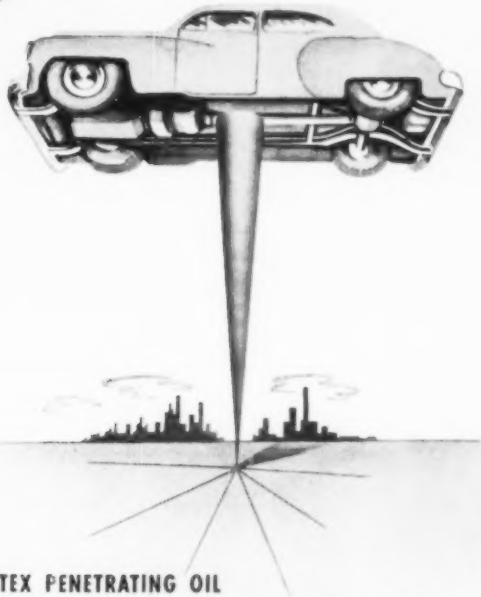
• The winner, the third and the sixth cars at the Indianapolis Race in 1949 were equipped with Crescent Wiry Joe. They know the difference that good ignition wire makes.

Check the wire and cable on every car!

SOUTHERN AUTOMOTIVE JOURNAL is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A. Subscription rates, United States and Possessions, $1.00 for one year; Canada and Foreign Countries, $2.00 per year. Entered as second class matter at the Post Office, Marietta, Ga., under Act of March 3, 1879.

UNDER CHASSIS

Service





PERMATEX PENETRATING OIL

Instantly penetrates and frees frozen parts. Adheres to metal and lubricates even in the presence of water.

PERMATEX RUBBER LUBRICANT

Stops the grunts car owners gripe about. Will not cause rubber to swell or rot. Water will not wash it away.

PERMATEX KNEE ACTION OIL — SHOCK ABSORBER OIL

For Lovejoy and Delco type shocks. Works perfectly in summer heat and winter cold. Non-corrosive, non-creeping and non-evaporating.

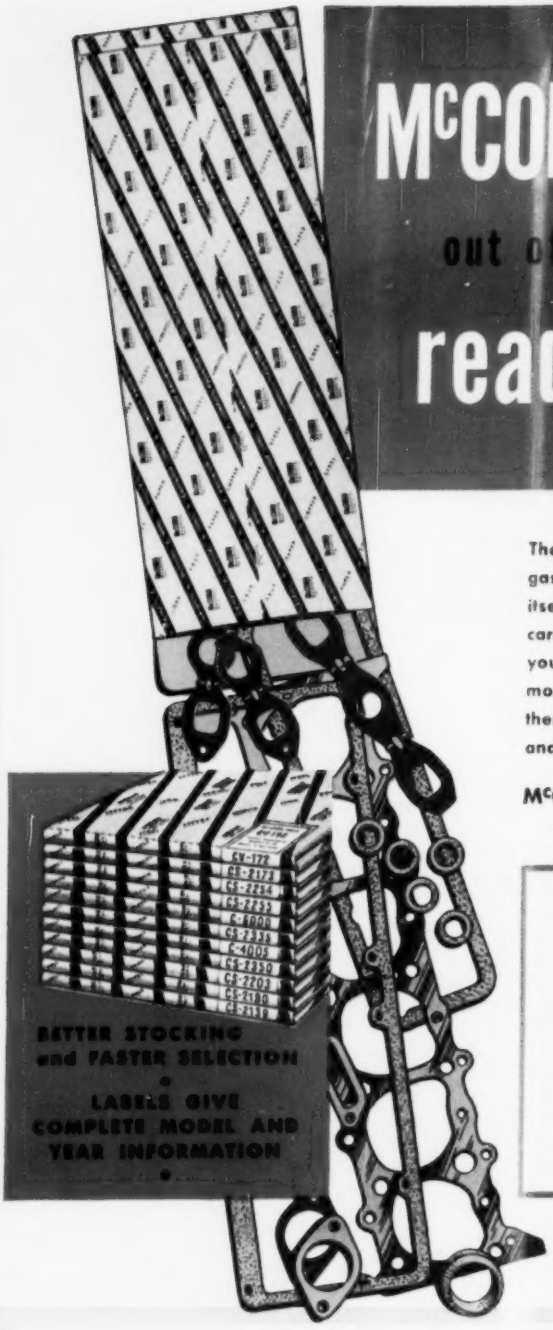
When you talk Permatex . . . you're talking Quality!

PERMATEX COMPANY, INC. · BROOKLYN 35, N. Y.

McCORD GASKETS

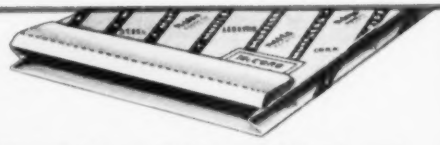
out of the package and

ready to seal !



The McCord bellows fold gasket package simplifies gasket stocking—saves space. The package adjusts itself to the contents permitting larger stocks to be carried in the same space. McCord gaskets come to you in a sealed package with contents, car make, model and year information clearly shown. Remove them from the package and they are ready to make and keep tight joints.

McCORD CORPORATION • Detroit 11, Mich.



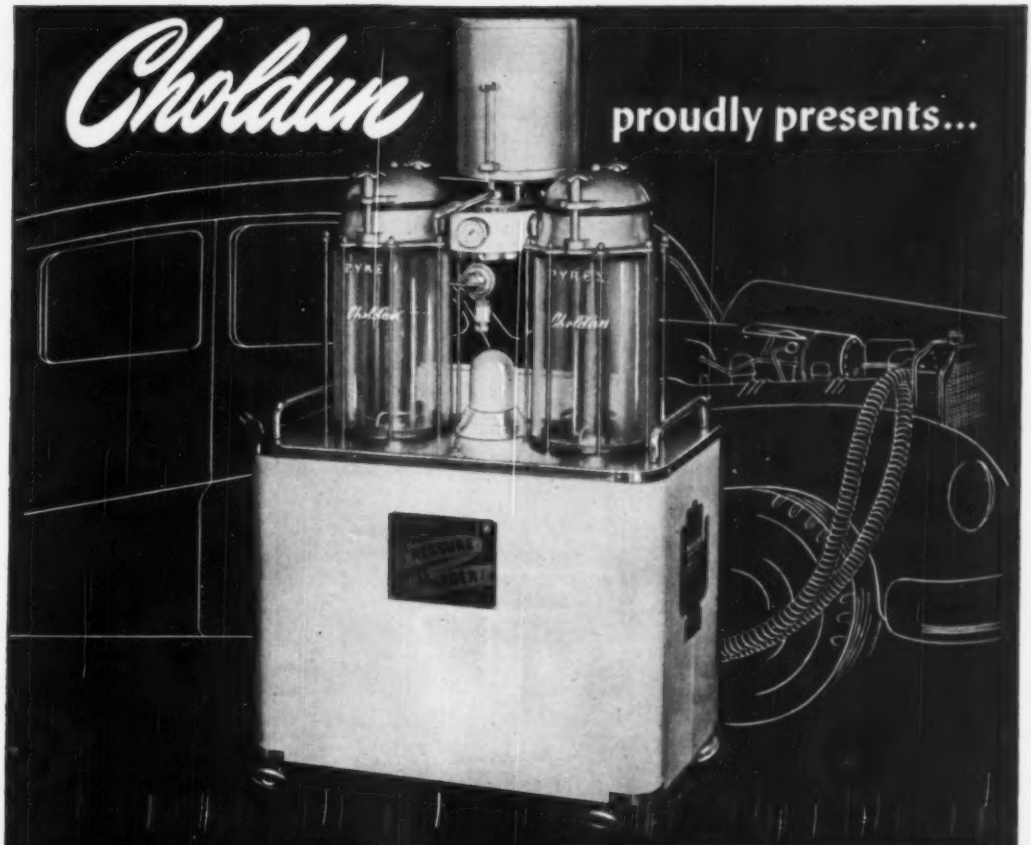
The Bellows Fold is Original and Exclusive with McCORD

Bellows or accordion edge adjusts package to contents. No lost space in package — You can stock more gasket numbers in a given shelf space. Keeps stock level and in order.

in a Gasket it's the SEAL *THAT COUNTS—*



Choldun proudly presents...



The new 1950 model PRESSURE PURGER

FOR CLEANING COOLING SYSTEMS

Effectively purges radiators and motor blocks by mechanical agitation with pre-heated purging solution. New scientific baffle vent retains purging solution throughout entire operation without waste. Method approved and used by leading car factories and oil companies. Nationally advertised price, **$295.00**

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New Haven, Conn.

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EXPORT OFFICE: 238 Main Street, Cambridge 42, Mass.

CHOLDUN MANUFACTURING CORP.
11 West 42nd Street, New York 18, N. Y.

☐ **Please send me Complete Details on the Pressure Purger.**
☐ **Please arrange for a Free Demonstration of the Pressure Purger.**

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City ..... **Zone** ..... **State** .....

SPRINGFIELD PHILADELPHIA PITTSBURGH ATLANTA DETROIT CHICAGO KANSAS CITY DALLAS DENVER LOS ANGELES TORONTO

ON EVERY COUNT—FIRST...

CHEVROLET

"America's Best Seller . . . America's Best Buy." That's the Chevrolet story . . . and the proof to back it up can be found in this *Automotive News Almanac*—in the official figures of the statistical tables.

Just compare the figures on car and truck production, sales and registrations. On every count, Chevrolet leads the industry today . . . just as it leads for the total nineteen-year period, 1931 to date.

The *buyers* of cars and trucks have made Chevrolet the leader . . . buyers who base their selections on performance, dependability, and economy.

But it is *teamwork*—between Chevrolet and Chevrolet dealers—that *maintains* Chevrolet leadership. And it is this teamwork that will enable the successful Chevrolet operation to bring even greater success to everyone concerned in the years ahead!

CHEVROLET MOTOR DIVISION, *General Motors Corporation,* DETROIT 2, MICHIGAN

Leader for 19 Years!


and FINEST
1st
IN PRODUCTION
IN SALES
IN REGISTRATIONS



... and the sign THAT GETS POWERFUL ADVERTISING SUPPORT

Willard Advertising helps you make

QUICKER SALES . . . EASIER SALES . . . AT GREATER ANNUAL *profit*

The Willard sign means unexcelled quality and powerful sales support. It stands for a product which enjoys pronounced consumer preference. The Willard sign is a pledge of battery economy to your customers.

And the Willard sign is backed up with consistent, hard hitting advertising in POST, COLLIER'S, LOOK, TIME, COUNTRY GENTLEMAN, FARM JOURNAL and PROGRESSIVE FARMER. Willard advertising reaches car owners in *every county* of the United States.

When you put up the big red and white Willard sign, you have a proposition that means Quicker Sales . . . Easier Sales . . . At Greater Annual Profit—proved by thousands of Dealers for nearly half a century.

See your Willard Distributor at once.

WILLARD STORAGE BATTERY COMPANY

Cleveland • Los Angeles • Dallas • Memphis • Portland • Toronto



NATURE'S PERFECTION

Nature put the world's best crude oil in the Bradford district of Pennsylvania. Bradford-Pennsylvania crude is the costliest, toughest, oiliest, most heat and wear resistant in the world. And every drop of Veedol Oil is refined from this superb crude.

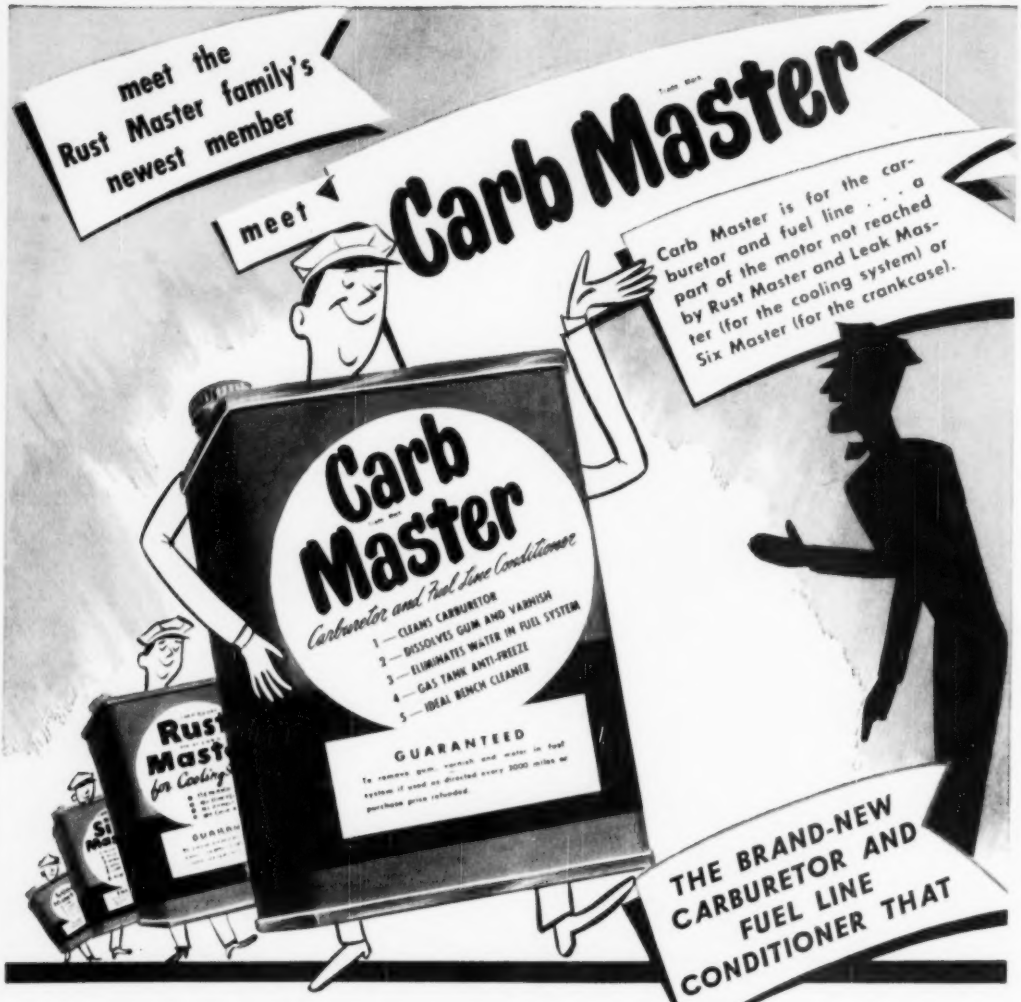
For cars and trucks — VEEDOL, "The World's Most Famous Motor Oil," contains an ingredient that cuts down gummy carbon deposits . . . keeps rings free . . . compression high . . . reduces corrosive acids that attack bearings and other vital engine parts and actually keeps motors cleaner, cooler, and smoother-running. Veedol's excellent quality assures effective lubrication at any engine speed or temperature.

For farm tractors — VEEDOL TRACTOR OIL gives a full 150 hours service in gasoline fueled tractors and cuts oil consumption in all tractors, regardless of fuel used. Veedol is nationally known and accepted among tractor owners for its amazing endurance, outstanding lubrication efficiency and 100% Bradford-Pennsylvania quality.

The Veedol name has long been well known and has always stood for quality in the public mind. Veedol Oils and Greases are sold through independent distributors. Write for information today!

TIDE WATER ASSOCIATED OIL COMPANY
New York — Tulsa — San Francisco
*Tulsa, Thompson Bldg. *Atlanta, Rhodes-Haverty Bldg.





Yes, sir, say a hearty "hello" to your brand-new profit-producer'. CARB MASTER is the stuff that boosts business by keeping fuel systems clean and free from moisture . . . perking up engine performance . . . and assuring your customers quick starting (without stalling!) in all kinds of weather.

It's the perfect bench cleaner. Cleans parts quickly and thoroughly without prolonged soaking, hard scrubbing or rinsing . . . Complete dunking and cleaning kit available.

Make friends with CARB MASTER today. Stock it, sell it, *use* it!

- . . . dissolves gum and varnish
- . . . absorbs and eliminates moisture
- . . . cleans carburetors
- . . . doubles as the ideal bench cleaner

GET IT FROM YOUR JOBBER

NO FUSS . . . NO MUSS
JUST POUR . . . NO MORE

Rust Master

PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

HIRSIG

SHIPP-LYNE

FULL POWER

Performance Guaranteed



Eliminates COSTLY COMEBACKS

The right combination pays off in baseball and in motor reconditioning, too! Moog X-Plus Piston Rings and pistons dynamized on the amazing Moog Dynamizer are the right combination used in reviving sluggish engines. Install a set of Moog X-Plus Piston Rings for Full Power Performance.

MOOG PISTON RING CO., ST. LOUIS 14, MO.
Division MOOG INDUSTRIES, INC.

MOOG
A GREAT NAME IN

1950 M.J.

No other manufacturer line and the program

Plus the 4 big advantages of the AUTO-LITE

R.S.D. PLAN

Only Auto-Lite offers you the Registered Service Dealer Program with all those benefits . . . that mean maximum profit to you. Get the complete details today from your Auto-Lite Spark Plug Jobber or write to:

THE ELECTRIC AUTO-LITE COMPANY
Merchandising Division
Toledo 1, Ohio — Toronto, Ontario

1. Maximum Profit . . .
2. R.S.D. Prices on Fill-in Orders
3. Flexible Stock to cover all popular Cars and Trucks
4. Tested Promotion Helps and Factory Mailings

Auto-Lite Spark Plugs
Patented U.S.A.

Only AUTO-LITE offers you a complete spark plug line

can match this back of it...

YOU OWE it to yourself to investigate the complete line of Ignition Engineered Auto-Lite Spark Plugs now producing maximum profits for dealers everywhere. Consider the extra profit you make on every sale of Auto-Lite Resistor Spark Plugs—the powerful Auto-Lite radio, television, newspaper and magazine advertisements that draw consumer attention to Auto-Lite Spark Plug Dealers—the ready-made market of Auto-Lite equipped cars. Then "Switch to Auto-Lite" so you too can profit by selling Auto-Lite—"the best advertised name in the automotive after-market."

- ★ Television
- ★ Network Radio
- ★ Magazines
- ★ Newspapers
- ★ Farm Papers
- ★ Displays

* Cut-away view shows the 10,000 ohm Resistor which permits wider initial gap settings and makes these advantages possible. Double life under equal conditions as compared with narrow-gap spark plugs.



TWO great action-getters! The new Auto-Lite Spark Plug Cleaner and the new improved Spark Plug Merchandiser . . . both attractively designed to help you boost volume and profit. A great team for promoting spark plug sales.



RESISTOR

Sell the sensational new wide-gap Auto-Lite Resistor Spark Plug—original equipment on many leading makes of cars and trucks. Gives smoother performance, double life and greater gas savings.*



REGULAR

Sell the regular Auto-Lite Spark Plug for all types of engines. Famous for dependability and economy . . . Ignition engineered by ignition engineers. Original equipment on many of America's finest cars, trucks and tractors.



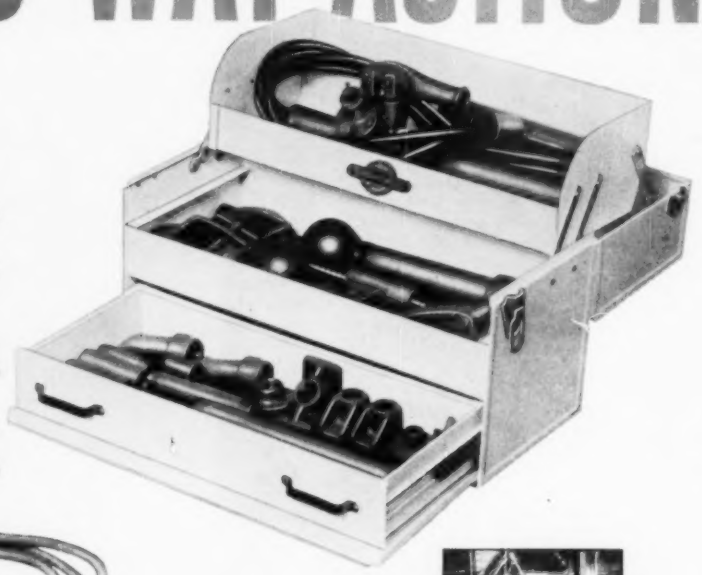
TRANSPORT

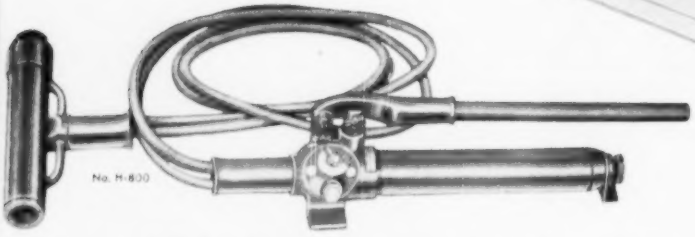
Sell the Auto-Lite Transport Spark Plug with aircraft type insulator, heavy electrodes and rugged construction especially suitable for farm, bus and truck operation. Gives lowest cost per mile of spark plug operation.

for Maximum Profits

DIRECT TWO-WAY ACTION

...exclusive with the new Hein-Werner PUSH and PULL HYDRAULIC JACK







PUSHING Post into position



PULLING Front Fender



ALIGNING Radiator and Grille

- ★ Push and pull with one ram—just turn release valve to right or left
- ★ Easier to set up—pulls direct with fewer attachments
- ★ Pump operates at any angle and in any position
- ★ Protected by safety valves—cannot be overloaded
- ★ Cannot become airbound at any angle or in any position
- ★ Hose guards add years to life of hose
- ★ Available in 4, 10, and 20 tons capacity, with a wide variety of attachments . . . for body, fender and frame repairing

H-800 Remote Control PUSH and PULL Hydraulic Jack $45. Complete 7-a set of 30 attachments $62. Chest $19.75 extra. (Western price slightly higher.)

Hein-Werner HYDRAULIC JACKS

HEIN-WERNER CORPORATION • Waukesha, Wis.

Hein-Werner also manufactures Bumper-Lift Hydraulic Jacks for passenger cars . . . Under-Axle jacks for trucks and buses . . . Cylinder Sleeve Pullers . . . Swift-Lift and Service Jacks for shop use.

This could be the TRIPLE-PROFIT OPPORTUNITY for You!



You may be looking for the very dealership this pin represents . . . a Dodge Triple-Profit Dealer Agreement, the only one of its kind in the industry!

For years Dodge Dealers have been consistently in the "top three" for the total number of vehicles sold . . . an enviable position.

Think of a competitive position that makes Dodge or Plymouth prospects out of 80 per cent of all new car buyers. And, in addition, satisfies 100 per cent of all hauling needs with Dodge "*Job-Rated*" Trucks . . . famous for their dependable economy and rugged performance.

Or take service business . . . almost one in every five registered vehicles carries the famous Dodge or Plymouth name plate.

Check from any angle you like, used cars, repeat buyers, or such things as advertising and sales promotion . . . one thing is sure, you will find the Dodge Triple-Profit Agreement has unique and very worthwhile advantages. There's plenty of proof they pay off for the dealer. You are invited to write:

DODGE

DIVISION OF CHRYSLER CORPORATION

7900 Jos. Campau, Detroit 11, Michigan



WILL YOUR JACKS PASS

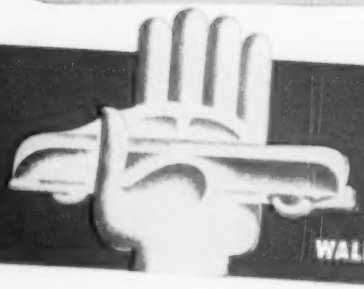
LIST YOUR JACK EQUIPMENT ON THIS CHART AND SEE IF IT IS ADEQUATE TO GIVE YOU SPEEDY, DEPENDABLE, PROFITABLE SERVICE

Kind of Jack and Use	Lifting Capacity	Age	Condition		
			Good	Fair	

NOW JOT DOWN THE ADDITIONAL EQUIPMENT YOU NEED TO STEP UP SHOP EFFICIENCY AND BOOST PROFITS

Walker No.	Kind of Jack and Use	Capacity	Cost

Go ahead and mark right on here.
Then tear out this page for your records.



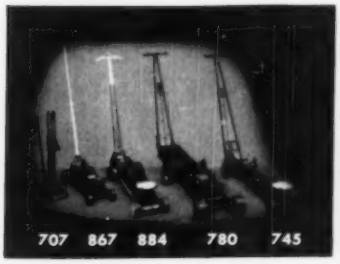
WALKER

WALKER MANUFACTURING CO. OF WIS. · RACINE, WIS.

THE $ PROFIT TEST $?

GET YOUR LIFTING EQUIPMENT OUT OF THE RED

with Walker...the complete line







WALKER SERVICE JACKS

No. **707**—*Blue Boy II*—the new all-purpose utility Lift-A-Car—2 tons capacity • No. **867**—New deluxe *Whippet*, greatest jack value in the quick-service class. 3000 lbs. capacity • No. **884** (4 tons cap.), No. **882** (2 tons cap.)—The new deluxe *Greyhounds*, with the new Gold Seal Power Unit—America's finest hydraulic service jacks • No. **780**—Walker 10-ton Hydraulic Roll-A-Car • No. **745**—Walker 2½-ton Mechanical Roll-A-Car—the finest mechanical service jack on the market.

WALKER SHOP MAINTENANCE UNITS

No. **792** (5 tons cap.), No. **791** (2 tons cap.)—New improved Walker *Rigid Racks*—the finest of all adjustable axle supports • No. **798**—The famous Walker *Unit Lift*—a time-saver for servicing heavy under-vehicle units. Capacity—1000 lbs. • No. **799**—New deluxe Walker *Steel Horses*—low cost adjustable supports with new "Stabilized" Safety Base • No. **960** (30 tons cap.), No. **965** (50 tons cap.)—New "Series 900" heavy duty super-power jacks for bending, straightening, pushing.

WALKER ELECTRIC LIFTS

Turn out more jobs with the same manpower, in the same shop, with these great new time-saving, money-making Walker Electric Lifts for mechanical and lubrication service. New positioning of the support beams increases working space by 36%. 6 extra inches of working height give greater working convenience. And from floor to car bottom your men and equipment work free from obstruction in the famous Walker *Open Work Zone*. Lowest installation cost of any lift on the market.

● Obsolete and worn-out jacks rob you of untold profits through their inefficiency. Broken down "klunkers" threaten life and limb. And when you don't have enough jacks, or the right kinds of jacks, it costs you far more than adequate jack equipment.

Take a look at your jacks. Jot down your needs. Then see your Walker Jobber. He has the proper jack for every job—*new deluxe Walker Jacks, engineered to meet the requirements of modern day service.* If you can't buy all you need at once, start with the jack you need most. Then add the rest as you can.

And don't forget the new, improved Walker Electric Lift. It quickly pays for itself in time saved on mechanical service.

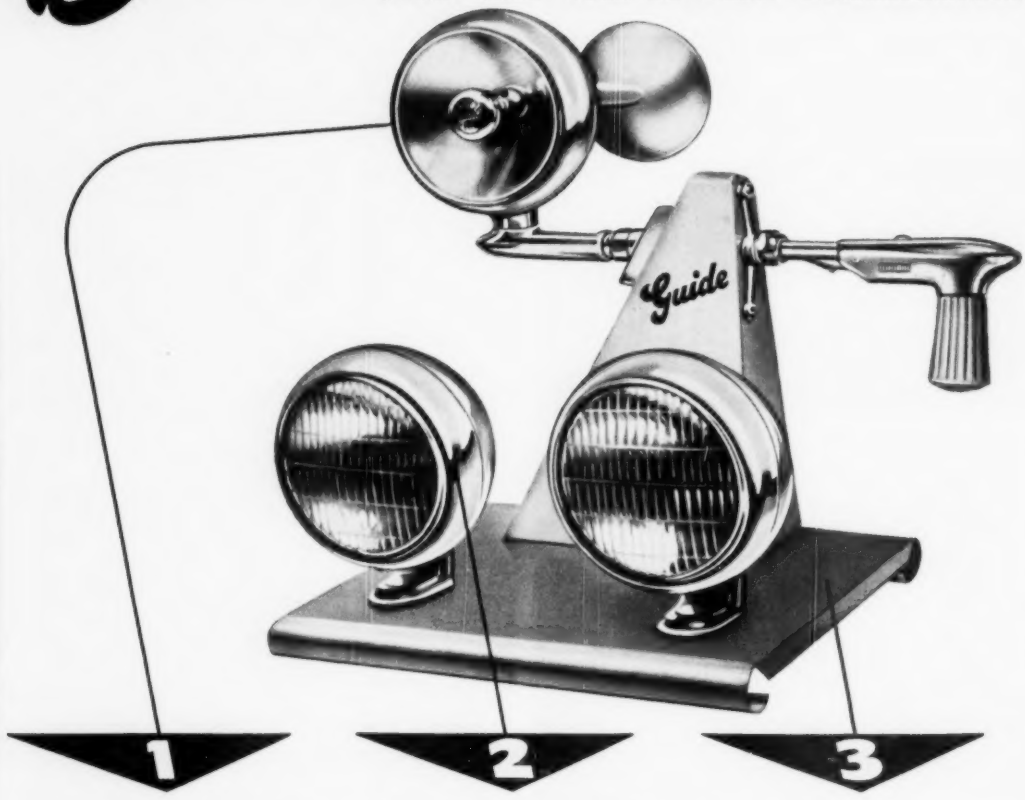
GET IT FROM YOUR JOBBER

leads in JACKS

WALKER JACKS • ELECTRIC LIFTS • EXHAUST SILENCERS • OIL FILTERS

Boost Sales

with this TRIPLE-SELL Combination



GUIDE "SEALED-UNIT" SPOTLAMP

Here is a smart Guide accessory every motorist wants—the brilliant Guide Spotlamp with smooth-working inner controls—available for post or thru-the-door mounting and with or without attached rearview mirror. Such convenience! Such sales appeal!

GUIDE "SEALED-UNIT" FOG LAMPS

Bad weather means good business to the dealer handling Guide Fog Lamps. Available singly or in pairs, with wiring, switch and universal mounting, they fit every car. Made by the world's largest manufacturer of automotive lighting equipment. Top quality! Top sellers!

FREE GUIDE MERCHANDISING DISPLAY

Here is the perfect way to display Guide Fog and Spotlamps. Makes them look like a million. Lets the customer operate and examine them. All models mount easily without special tools. And this hot sales-stimulator is yours *free* with your purchase of lamps.

UNITED SERVICE MOTORS

GUIDE LAMP—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Guide LAMP
DIVISION OF GENERAL MOTORS, ANDERSON, INDIANA



NO WHEEL COVER—

ANYWHERE—CAN MATCH THIS NEW LYON MASTERPIECE

FOR LOOKS, CONSTRUCTION OR LOW PRICE!

Never in after-market history have you had a chance to sell a wheel cover as beautiful as this at a price so low. It is probably the biggest bargain and the most effective profit producer of its kind you've ever been offered. Made by Lyon—world leader in the field—it is quality merchandise that will retain its beauty for years and years. It is all stainless steel and features the exclusive and patented Lyon method of attachment to the wheel rim. And the distinctive center crest is just as pictured, rich, colorful, appealing. Order this new Lyon stainless steel masterpiece now!

Lyon

Made under one or more of following patents: 1,948,273—RE 19,467—RE 21,059—2,199,889—2,199,890. Other patents pending.

The biggest selling wheel accessory in after market history!



LYON ALL-METAL WHITEWALL

Model No. 1 Fits Following Cars

Chevrolet	1939-48
Dodge	1937-47
Ford	1940-49
Lincoln	1940
Mercury	1940
Nash	1939-47
Plymouth	1937-47
Studebaker Champion	1939-46

Model No. 2 Fits Following Cars

Buick	1938-41
Chrysler	1937-42
DeSoto	1938-42
Hudson	1938-47
Mercury	1941
Oldsmobile	1939-48
Pontiac	1939-48

Lyon Whitewalls for 16" wheels will not fit cars equipped with hub caps that are more than 11⅞" in diameter.

Model No. 3 For 15" Wheels Fits Following Cars

Buick	60—1938-39-40-41
Buick	70—1938-39-40-41
Buick	All—1950
Chevrolet	All—1948-50
Chrysler	C-26-27—1940
Chrysler	C-30-33—1941
Chrysler	C-36—1942
Chrysler	C-38-39—1946-47-48
DeSoto	S11 & 7P—1946-47
DeSoto	All—1948
Dodge	7P—1946
Dodge	All—1948
Ford	All—1950
Frazer	All—1946-50
Hudson	All—1946-50
Kaiser	All—1946-50
Mercury	All—1942-48
Nash	80—1940
Nash	Ambassador—1946-50
Oldsmobile	8-90—1940
Oldsmobile	All—1950
Packard	Six-1900 Series-1941
Packard	Six-2000-2100-1942-47
Packard	All—1948-50
Plymouth	All—1948
Pontiac	All—1950
Studebaker	Champion-1947-48-50
Willys	Station Wagon-1946-50

Lyon Whitewalls for 15" wheels will not fit cars equipped with hub caps that are more than 11" in diameter.

This wheel accessory can *safely* be called the most successful wheel accessory in after-market history! *Millions* of sets have been sold. There still are millions more cars, equipped with nothing more than hub caps, for your market. Easy to stock because three models fit nearly all 15 inch and 16 inch wheels, easy to install and clean, and priced where any car owner can buy them, Lyon all-metal Whitewalls have earned a place in every automotive accessory program!

MANUFACTURED UNDER PATENT NUMBERS
1,858,228—RE 19,466—2,368,234—DES 140,205 and others pending

LYON INCORPORATED

13881 W. CHICAGO BOULEVARD ★ DETROIT 28, MICHIGAN

Printed in U. S. A.
Form No. L-454



"My Sweetie," owned by Horace Dodge, driven by Bill Cantrell, 1949 Gold Cup winner.

WINNING COMBINATIONS

YOU and UNITED MOTORS LINES

There are two important reasons why you and United Motors lines can form a *winning* combination . . . 1—The parts and products in United Motors lines are original equipment on the country's leading makes of cars, trucks and buses. 2—With United Motors lines, you get sound merchandising support and accurate, up-to-the-minute service and parts data on old-model as well as current-model vehicles. . . . This is a combination that you can't beat. Find out all about it . . . talk to your United Motors distributor or write us.

UNITED MOTORS SERVICE
Division of General Motors Corporation
General Motors Building, Detroit 2, Michigan

DELCO Batteries
AC Gauges, Speedometers and Rebuilt Fuel Pumps
SAGINAW Jacks
MORAINE Engine Bearings
DELCO Radio Parts
HYATT Roller Bearings

INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
NEW DEPARTURE Ball Bearings
DELCO Shock Absorbers
MORAINE Gasoline Filters

HARRISON Thermostats
DELCO-REMY Starting, Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes

UNITED SERVICE MOTORS

AC Announces

4 NEW SALES MAKERS



NEW Spark Plug Cleaner and Indicator (MODEL A)

Adds to your cleaning business the selling power of comparing the old and the new plug. Compact design with latest engineering improvements. Cleaner provides fast, efficient plug cleaning; pressure test indicator shows relative operating efficiency of used plugs compared with new plugs—indicates when plugs need replacement for improved engine performance.



NEW Improved Spark Plug Cleaner (MODEL K)

Baked enamel, hand-hammered finish. Cleans plugs faster. More easily serviced, especially in changing compound.

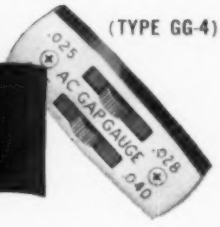
AC QUALITY PRODUCTS



NEW Cleaning Compound

(TYPE CL-2)

Acts much faster. *Required* for efficient operation of Model "A" and Model "K."



NEW Gap Gauge and Tool (TYPE GG-4)

Non-jamming—zip slide action—vest pocket size. Has round feelers for six different gap sizes, and four sizes of gapping tools.

NOW AVAILABLE FROM YOUR AC WHOLESALER



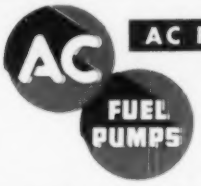
AC SPARK PLUGS . . . with patented *CORALOX* Insulator

Demand is rising swiftly as the powerful *CORALOX* advertising campaign increases consumer preference. *CORALOX*, plus AC's dominant equipment position, makes AC Spark Plugs a "must" for service dealers who want real replacement volume.



AC OIL FILTERS and ELEMENTS . . . "Dirt-Proof" Engine Oil

AC's "Dirt-Proof" campaign not only sells the need for oil filters, but also sells the superiority of AC Filters and Elements. Cash in on the industry's fastest-growing replacement market.



AC FUEL PUMPS . . . "Heart of the Fuel System"

The most popular of all equipment and replacement units. 40,000,000 in daily use. Should be replaced every 2 years to keep your customers out of trouble. Don't overlook the big profit possibilities in your territory.



AC SPEEDOMETER CABLE-CASING ASSEMBLIES

Patented machines and processes make AC Cables and Casings tops in quality. Conveniently packaged for quick service. Original equipment on half the cars on the road.



AC AIR CLEANERS and ELEMENTS

Here's another replacement market in which AC is the big name. Heavy-duty cleaners for cars, tractors and trucks. Low-cost renewal elements that save time for you and provide new cleaning performance for your customers.



AC FLEXIBLE GASOLINE AND OIL LINES

Assortment available with attractive Wall Merchandiser. Make-up Kit, complete with hose and assortment of fittings, also available. All lines built to highest quality and SAE standards.



AC GASOLINE STRAINERS

Made in both replaceable and re-usable element types. AC quality throughout—protect delicate carburetor parts—remove water, dirt and lint from fuel.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

GET IT FROM
TRADE MARK
YOUR JOBBER

RIGHT
from the start

Since the beginning, Perfect Wheel Weights have been sold *ONLY* through automotive jobbers.

The outstanding acceptance of Perfect Weights and their continually increasing sales are convincing proof that we were RIGHT from the start — both as to method of distribution and to the design, quality, and performance of the product itself.

PERFECT will continue its FULL support and cooperation with its jobbers in helping build and maintain sales.

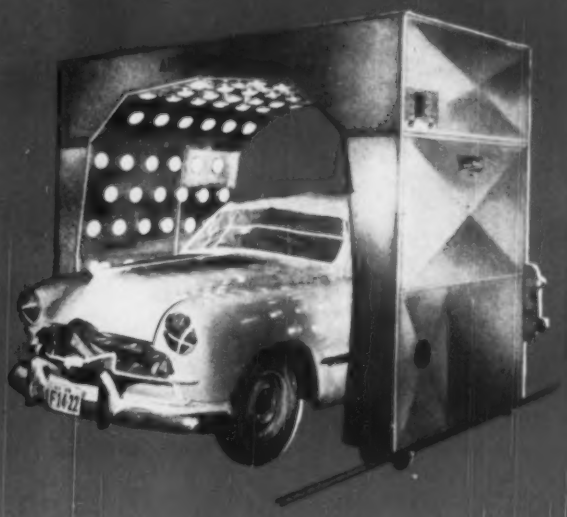
PERFECT
TRADE MARK
WHEEL WEIGHTS



PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO, IND. P.O. Box 706
Manufacturers of Wheel Weights for Trucks and Passenger Cars

Like to double

YOUR BODY BUSINESS?

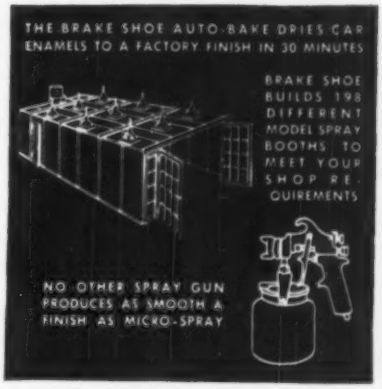


TWICE THE TURNOVER—TWICE THE PROFIT CAN BE MADE WITH THIS SALES PLAN . . . *AND BRAKE SHOE EQUIPMENT*

The Brake Shoe Turnover Plan is a two-fisted program, packed with common-sense selling that will double your business in six short months. Hokum? No sir! Our customers are turning out as many as 65 to 100 paint jobs daily. Here's how it's done.

1. **Brake Shoe sets you up with an exclusive finishing process that produces a paint finish that genuinely *duplicates* original factory finishes. A new service for your community!**
2. **Your shop is set up on a production-line basis that cuts job costs and increases job profits. A factory-method operation!**
3. **You get a *proven* program that will create consumer demand on a quantity basis that will double your present volume. It will make your shop headquarters in your town for fine body and paint work.**

We have the proof . . . case histories. You have the profit problem. Let's get together and talk about your business . . . *double* your business . . . *now.* Write for illustrated Sales Plan to:



KELLOGG DIVISION, 96 HUMBOLDT ST., ROCHESTER 9, N. Y. • DOMINION BRAKE SHOE COMPANY, NIAGARA FALLS, ONT.

AMERICAN **Brake Shoe** COMPANY

COSTS UP?
PROFITS DOWN?



American Brakeblok
REG U S PAT OFF

has a sure-fire program to increase your business without increasing your costs or overhead.

NAPA Assurance of Quality

NAPA Jobbers everywhere and 39 warehouses have all the details.

See your NAPA Jobber Salesman.

American Brakeblok
REG U S PAT OFF
BRAKE LINING

AMERICAN Brake Shoe COMPANY

AMERICAN BRAKEBLOK DIVISION
Detroit 9, Michigan

Selling partners–month after month...



for instance–

in just one month...16,629,422 *Sky Chief* messages!



Texaco Dealers get a big share of the premium gasoline market. *First* — because they have a great product — Sky Chief — the gasoline with Volatane Control. *Second* — because they are backed by constant, powerful advertising. For instance — here's a Sky Chief ad, full-page, full-color now running in leading national magazines.

But that's not all. In addition to a big magazine schedule, Texaco Dealers have America's No. 1 Television Show, starring Milton Berle!... Coast-to-coast poster boards delivering millions of messages daily!... Metropolitan Opera Broadcasts during the opera season... plus window displays, direct mail and many other Texaco Dealer selling aids.

THE TEXAS COMPANY

TEXACO

No wonder TEXACO DEALERS are such busy dealers!

A Great Line-up for TEXACO DEALERS

Sky Chief and *FIRE-CHIEF* GASOLINES

HAVOLINE and TEXACO MOTOR OILS · MARFAK CHASSIS LUBRICATION · P T ANTI-FREEZE · REGISTERED REST ROOMS

Smooth Talk for Rough Customers

Some of the hardest prospects you meet are those who are ride-conscious.

So in this ad in the GM Key Campaign, we tell all about the way GM cars ride.

And we tell 'em in the big national magazines, usually in eye-catching full-color spreads.

Better be ready, if you handle GM cars. Ready with those GM keys—for all the folks who'll want a selling sample of the GM ride.

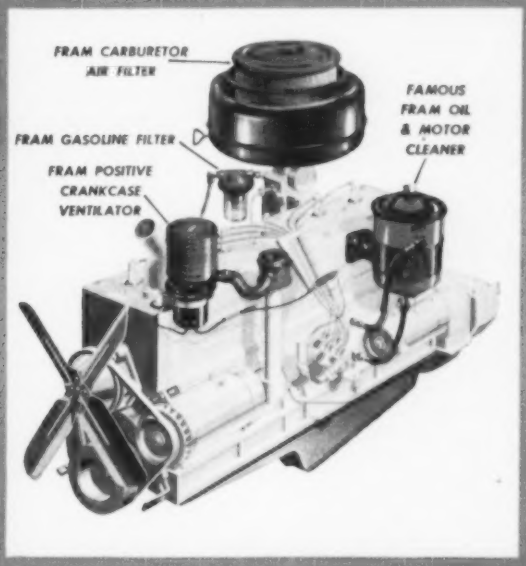


4 Words that SELL

Complete Engine Protection

"How's your Oil Filter?"

THAT'S THE time-proven, sales-tested slogan that gets you under the hood . . . the question that can't be answered "yes" or "no." It gives you the chance to tell your customer what happens to car engines on hot, dusty roads in summer months . . . how dust is sucked into the carburetor intake and crankcase breather . . . how overheated engines contaminate oil quickly . . . how high speeds waste oil blown out on the highway. Then you're set to show how Fram Complete Engine Protection corrects these conditions. So don't miss chances for profitable Fram Sales . . . be sure you always ask, *"How's Your Oil Filter?"* See your Fram jobber—today!



What is Complete Engine Protection?

A revolutionary development made possible by Fram Engineering. Four great Fram Filters that seal out the deadly contaminants that rob miles from engine life . . . remove those formed internally . . . seal in engine power and performance.

FRAM CORPORATION, Providence 16, R.I.
In Canada: J. C. Adams Co., Ltd., Toronto, Ontario.

For Complete Engine Protection

FRAM



OIL-AIR-FUEL FILTERS

Millions will "Summerize" their cars with

Howard Zink SEAT COVERS



PLASTIC FABRICS
Beautiful colors in both bold and neat patterns are available in woven SARAN plastic fabric.

RAYON CLOTHS
Their lustrous satin-like beauty is offered in three most wanted solid colors: maroon, blue and green.

PLASTIC COATED FIBRE FABRICS
Smooth, dirt-resisting, easily cleaned fabrics in colorful patterns.

THE SATURDAY EVENING POST

HOLIDAY

... as advertised in

And thousands of dealers will cash in on this tremendous demand for Howard Zink covers, spurred by monthly full-color half pages in The Saturday Evening Post and Holiday. Every day, every week, more dealers are taking on the Howard Zink line. How about *you*? Are *you* going to cash in?

Howard Zink

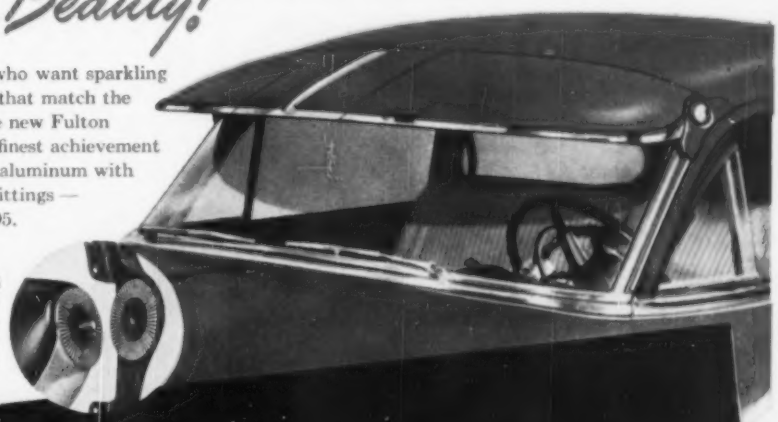
THE HOWARD ZINK CORPORATION
FREMONT, OHIO
Passaic, N. J. • Long Beach, Calif. • Charleston, Miss.

World's largest manufacturer of auto seat covers

1 Crowning Touch in Car Beauty!

THE NEW FULTON DE LUXE SUN SHIELD (1000 Series)

For your many customers who want sparkling chrome trim, graceful lines that match the latest car design, here is the new Fulton DeLuxe Sun Shield — the finest achievement in Fulton quality. Made of aluminum with die-cast and stainless steel fittings — nothing to rust. Price, $24.95.



MICRO-POINT ADJUSTING MECHANISM
The concealed face gears, illustrated, permit any desired vertical position of front edge of the shield. An exclusive feature of the new Fulton DeLuxe Sun Shield.

NOW...two great FULTON SUN SHIELDS to broaden your market



2 Over a Million Now On the Road!

NEW FULTON SIDE SHIELDS
Now equipped with stainless steel spring clips for easy, secure, concealed attachment. They're good looking. "Keep rain out, let fresh air in, for all-weather driving comfort."

FAMOUS FULTON 800 SERIES SUN SHIELD

Now at a new low price, the "800" Sun Shield has a double appeal to many of your customers: Fulton quality — and price. This shield is fully adjustable to suit driver's height. Made of aluminum with fittings of stainless steel. Price, $19.95.

★ **CONSISTENT LARGE-SPACE ADVERTISING IN THE SATURDAY EVENING POST!**

THE FULTON COMPANY

MILWAUKEE 14, WISCONSIN

In Canada: J. C. Adams Co., Toronto, Ontario

SELF-CONTROL STARTS HERE



AND TO RESTORE
ENGINE PERFORMANCE

OIL-CONTROL STARTS HERE

To Stop Oil-Pumping, Replace Worn Engine Connecting Rod Bearings

You don't feel like crowing when a car-owner brings back an oil-pumper you've "fixed" for him—by just replacing the piston rings. Worn engine bearings are the *first* cause of oil pumping. Check for them on every reconditioning job.

Replace worn bearings *in sets*. Remember, just one badly worn bearing can oil-starve others until they, too, fail. It's insurance against come-backs when you replace with Genuine Federal-Mogul Oil-Control Bearings. They're *engineered* for the job!



FEDERAL-MOGUL SERVICE
(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN

control oil-pumping where it starts—REPLACE WITH

FEDERAL-MOGUL

OIL CONTROL

BEARINGS

"THEY NEVER MISS ..!"

by Gum



Copyright 1950, Prest-O-Lite Battery Co., Inc.

Here's sound advice – sell Prest-o-lite

Look How You Build Volume and Profit

- ★ **SENSATIONAL HI-LEVEL**—needs water only 3 times a year.* 70% longer average life in tests conducted according to S.A.E. Life Cycle Standards.
- ★ **COLOR PAGES IN NATIONAL MAGAZINES**—national consumer and farm coverage in leading magazines reaching over 13,000,000 homes.
- ★ **OUTSTANDING DEALER PROGRAM**—sales stimulators, signs, counter cards and direct mail—everything you need to boost sales. See your local jobber or write to

PREST-O-LITE BATTERY COMPANY, INC.
Toledo 1 Ohio

Ask about the Prest-o-lite Profit Plan



prest-o-lite
hi-level battery

... needs water only 3 times a year !*

*In normal car use

When You Install a Stromberg Carburetor Your Customer Knows It's a Good Job...



...because

Stromberg CARBURETORS Stand for Quality!

YOU GIVE MOTORISTS—

Easier Starting

Smoother Power

More Miles per Dollar!

When you stop to think about it, it's only natural that Stromberg* Carburetors are famous for better performance, longer service life and more miles per dollar. The answer, of course, is Stromberg quality—quality built in *right* from the start through scientific design, exclusive engineering features and mechanical simplicity. When you install a Stromberg Carburetor, you *know* it will go on building good business through good-will as long as it is in service.

*REG. U.S. PAT. OFF.

YOU SELL

PREMIUM FEATURES AT NO PREMIUM IN PRICE!

- **ANTI-PERCOLATOR**—An exclusive Stromberg feature to prevent waste of gasoline and hard starting when the engine is hot.
- **ECON-O-METERING**—Separate and positive metering systems for the cruising range and high speed operation assure utmost economy under all conditions.
- **ACCEL-ABILITY**—Positive and smooth acceleration that satisfies the most critical driver.
- **BALANCED RATIO**—A sealed unit that automatically controls the amount of gasoline used in proportion to the amount of air. This means additional economy.
- **SIMPLICITY**—Fewer working parts result in long wear and low maintenance costs.

These Bendix signs stand for good business and for good business relations between factory, dealer and customer.

Replacement Carburetors—Repair Kits

Hydrovac* Power Brake—Trailer Power Braking Systems

Original Equipment on most cars

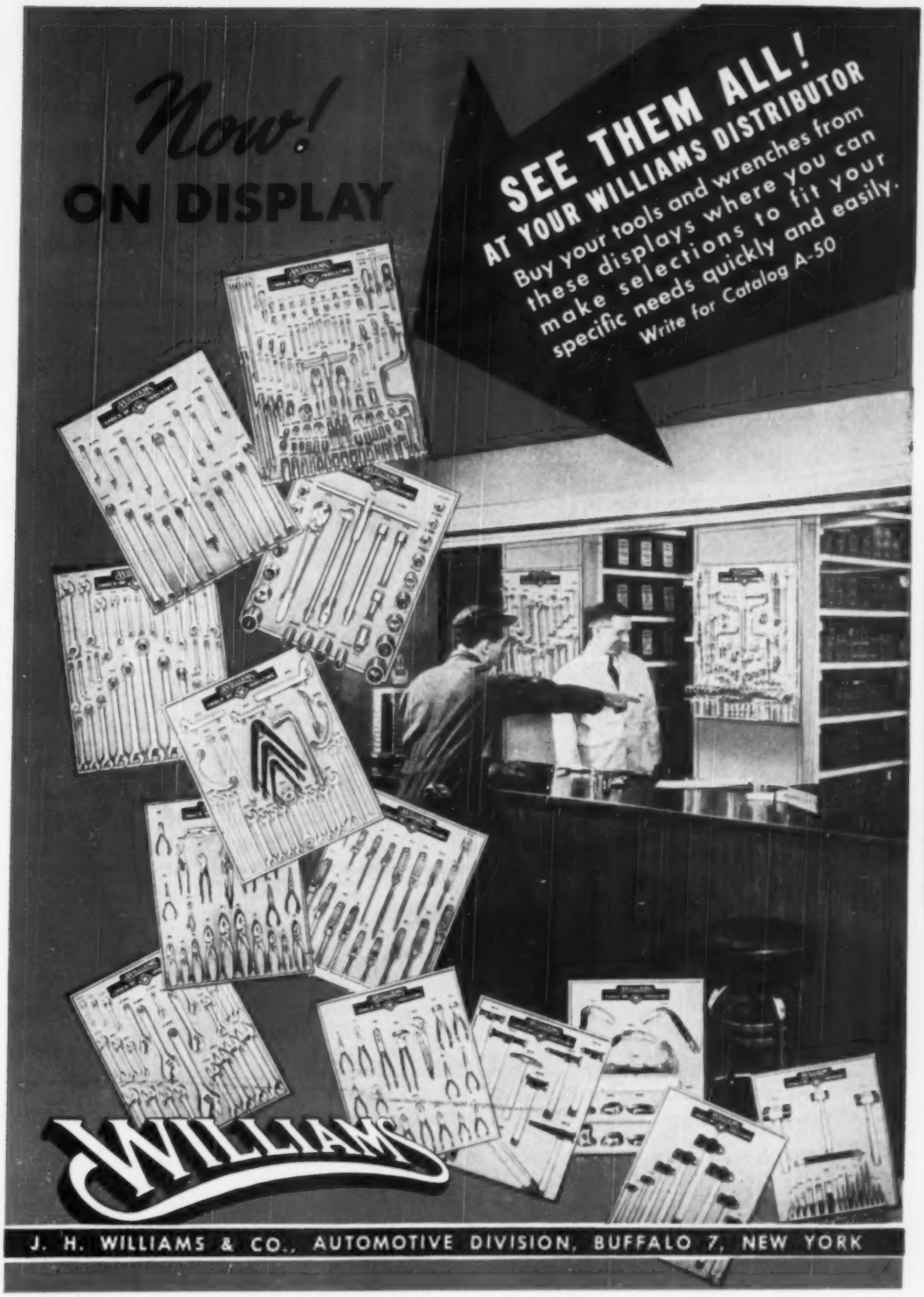
Cold Immersion Parts Cleaner saves time and money

Bendix SOUTH BEND
PRODUCTS DIVISION INDIANA

Bendix AVIATION CORPORATION

Standard Equipment Sales: Elmira, N. Y.

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.


Now!
ON DISPLAY
SEE THEM ALL!
AT YOUR WILLIAMS DISTRIBUTOR
Buy your tools and wrenches from these displays where you can make selections to fit your specific needs quickly and easily.
Write for Catalog A-50
WILLIAMS
J. H. WILLIAMS & CO., AUTOMOTIVE DIVISION, BUFFALO 7, NEW YORK

HUDSON SALES REACH NEW POSTWAR PEAK!



Recent weeks see Hudson sales set records—and figures are still going up!

HERE'S YOUR opportunity to have a profitable share in the most powerful upward surge in the automobile business.

For today, YOU can have a generous slice of the profits that are rolling in from the sales and service of Hudson motor cars—America's most distinctive and completely new automobiles.

Feature by feature, there is no comparison between a Hudson and any other car on the market. When you sell Hudson, you have an exclusive list of features and values that competition can't match.

And in performance, the story's the same. No other car on the market can offer Hudson's superbly different way of riding and handling. And Hudson's different way of designing and building makes Hudsons the longest-lasting, most durable cars in the world!

That's why Hudsons are among the leaders in resale value, too!

The Hudson dealer is in a position to sell 51% of all new car prospects. His line, starting with the lower-priced Pacemaker, covers the entire medium-price field, where there's less competition and more profit.

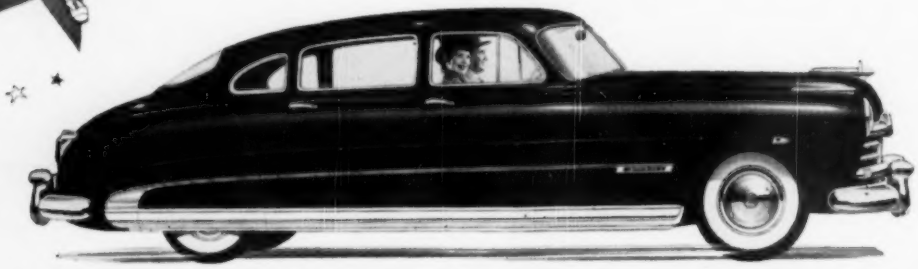
And the Hudson Dealer Franchise is noted for fairness and freedom of opportunity!

Do YOU want to sell the car that's putting its dealers "on top of the world?" Then write, wire or phone Mr. C. A. J. Hadley, Sales Manager, Hudson Motor Car Company, Detroit 14, Mich. Investigate now—and profit from Hudson's steady climb towards the top!

HUDSON

NOW . . . 3 GREAT SERIES

LOWER-PRICED PACEMAKER • FAMOUS SUPER • CUSTOM COMMODORE



HERE'S WHAT THE BUYERS FIND IN HUDSON—AND NOWHERE ELSE!

MOST ROOM!

Every Hudson, regardless of price, has more room inside than any other car in any price class, because of Hudson's exclusive, far-ahead construction.

BEST RIDE!

Hudson's unique design gives it the lowest center of gravity of any car; Hudson has a wonderful new way of going, entirely different in comfort and stability!

SAFEST!

Hudson's recessed floor, within the Monobilt body-and-frame*, puts passengers *inside* the massive base frame, entirely encircled and protected by steel girders.

*Trade-mark and patents pending

VITRIFICATION

PUTS MORE PROFITS IN CAR POLISHING!



Cuts Job Time in Half—a 3-in-1 operation! Ordinary polishing methods require two steps after washing. Vitri-Glaze requires *only one!* It contains no wax yet produces a finish that doesn't require a final wax coating. Result: you do the job in half the time—make more profits. Vitri-Glaze is easy to use, while it takes an expert to do a waxing job without caking and streaking.

Brilliant, Lasting, New-Car Finish Wins Customers! Car-owners go for the brand-new lustre produced by Vitri-Glaze. This smooth, glazed finish that keeps sparkling through months of driving is sure to ring up plenty of sales for you. The power and speed of Black & Decker Polishers and the amazing elements of Vitri-Glaze turn the trick. Here's a profitable polishing method you can sell to plenty of customers. Order Vitri-Glaze now and cash in on this great opportunity!

Cleans, Polishes, Seals in ONE Easy Operation! Vitri-Glaze dissolves road scum, grease, etc. *Cleans* through gentle abrasive action; removes dead pigment but does not cut into "live" paint. *Burnishes* the clean finish through Polisher's buffing action. *Seals* car's surface against road scum, excessive weathering.

Black & Decker Polishers Improved for Better, Faster Work! Get all the revolutionary advantages of improved Black & Decker Polishers—30% more power; the best spindle speed for fast work, brilliant finish; balance improved for minimum operator fatigue. And only Black & Decker offers you an AUTOMATIC POLISHER, to speed up your jobs through automatic polish feed.



AMAZING Vitri-Glaze Vitrifies Car's Surface, Seals It Against Dirt!

IMPROVED Black & Decker Electric Polishers Have More Power, Best Spindle Speed!

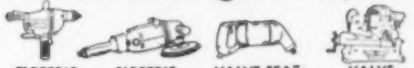
See Your Nearby Black & Decker Distributor for a free demonstration of the Vitri-Glaze Method and new Black & Decker Electric Polishers. Write for detailed booklet to: The Black & Decker Mfg. Co., 633 Pennsylvania Ave., Towson 4, Md.

LEADING DISTRIBUTORS EVERYWHERE SELL

Black & Decker

PORTABLE ELECTRIC **TOOLS**

Ask to See These Other BLACK & DECKER Profit-Making Tools, Too!



ELECTRIC DRILLS | ELECTRIC SANDERS | VALVE SEAT GRINDERS | VALVE REFACERS

You can do more jobs per day on a Weaver TWIN POST LIFT* than on any other lift! ...it has NO RAILS IN THE WAY!

Weaver Twin Post Lifts are still unmatched for undervehicle accessibility. They offer *more* in a lift than any other developed... *more* working room... *more* dependability... *more* exclusive features ... *more* increased production for your shop. It *pays* to install Weaver Twin Post Lifts rather than *any other lift.*

Ask your jobber, or write us, for complete *facts* and time study proof of Weaver Twin Post superiority. Ask for Bulletin SAJ457.





- **Greatest of all undercar accessibility permits jobs impossible on *any other lift***
- **Adjustable front post eliminates need for under-chassis rails**
- **Independent post operation offers complete adjustment to job and comfort demands**
- **Either air-oil or electrically operated as desired**
- **Floor is unobstructed when lift is lowered, can be driven over from any direction**

Twin Post Lifts are made by Weaver *exclusively

THE NEW MODEL EC130
WEAVER HYDRAULIC UNIT LIFT
For use with a Weaver Twin Post Lift . . . saves hours of time removing and replacing transmissions. Universal . . . portable.



WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.



The Best Buy in '50



A Good Deal For You

$24.40 Value for $19.50 Dealer U.S.A

HERE'S WHAT YOU GET



1-81068 Trutest Special Gauge

10 No. 5050 Glove Compartment Gauges



200 Pressur-tel Caps assorted numbers

THERE ARE SALES HELPS IN IT, TOO

Window Streamers, Counter Booklets, Mailing Pieces, all backed by hard-hitting, aggressive ADVERTISING.



10 Folders

100 Mailers



2 Window Streamers



Modern Service Procedure

THE WORLD STANDARD
Schrader
VALVES
FOR EQUIPMENT AND REPLACEMENT

Call your supplier and get your No. 4471 Kit Today!

A SCHRADER'S SON
BROOKLYN 17, NEW YORK Division of Scovill Manufacturing Company, Incorporated

The Best Buy in '50

THAT'S WHAT DEALERS ALL ACROSS THE COUNTRY ARE SAYING ABOUT #4471!

HERE'S PROOF—ACTUAL DEALER COMMENTS!

1. "I get $24.40 worth of standard merchandise PLUS SALES HELPS for only $19.50."
2. "I can now CERTIFY accurate air service to my customers!"
3. "The instructions in the package fully explain the necessity of the modern '3 and 5' system— 'A MUST FOR LOW PRESSURE TIRES'."
4. "My customers are more interested in my tires and servite when they own a No. 5050 gauge."
5. "Those Pressur-tel caps are constant reminders of the right 'cool' pressure to whoever handles the tire air service."
6. "With the No. 4471 Deal, I can PERSONALIZE my tire air service!"

HERE'S WHY IT'S A GOOD DEAL FOR YOU!

The products in the deal purchased separately would cost you $24.40

TOTAL COST TO YOU FOR A LIMITED TIME ONLY 19.50

YOUR SAVINGS ..... $ 4.90

TOTAL RESALE VALUE $34.50

TOTAL COST 19.50

YOUR NET PROFIT $15.00

AND YOU OWN A SCHRADER TRUTEST SPECIAL GAUGE



Listen to the CHAMPION ROLL CALL . . . *Harry Wismer's fast sportscast every Friday night, over ABC network*

All by itself In Sales and Profits

Be a Champion Dealer

IT PAYS!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



The Market is **bigger** and the new *Motorola's* are **better!**

"My Motorola sales have been going up so fast I decided to find out why! First, I found that last year one 'Big-3' car manufacturer alone shipped 75% of his lower-priced cars without radios. Here I have a *wide-open* market! In talking with customers, I discovered how respected the name Motorola is . . . how well it has been pre-sold for me. Then, I looked at my product. I KNEW that the BEST car radio was now even better than ever. That's why it's easy for me to sell Motorola car radios."

NEW 1950

Motorola

AUTO RADIOS

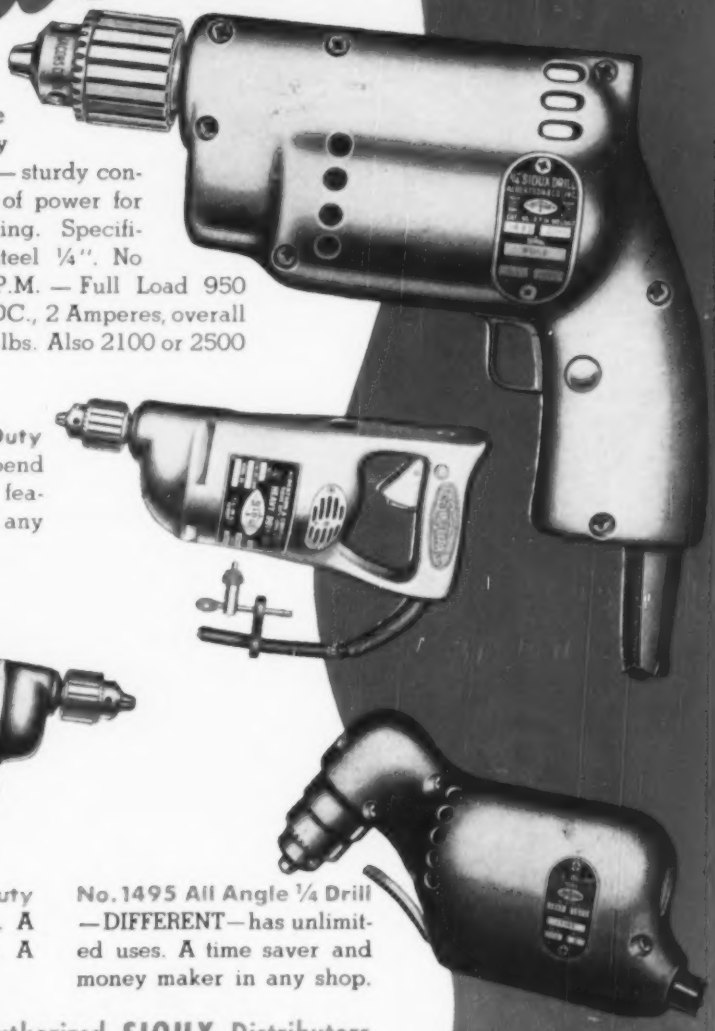
They Fit and Match 'Most Cars!
There's One for EVERY Budget!

MOTOROLA INC. • 4545 AUGUSTA BLVD. • CHICAGO 51, ILL.

CONTACT YOUR *Motorola* DISTRIBUTOR TODAY!

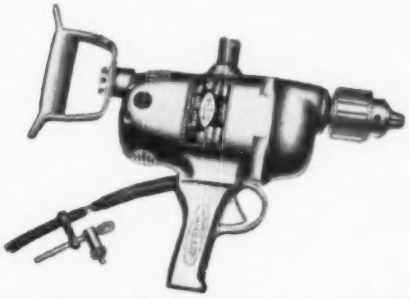
for ROUGH and READY use

Sioux ELECTRIC DRILLS



No. 1485—WITH the PISTOL GRIP — Easy to use. Well balanced — sturdy construction — has plenty of power for general purpose drilling. Specifications: Capacity in steel ¼". No Load speed 1650 R.P.M. — Full Load 950 R.P.M.—115 Volt AC-DC., 2 Amperes, overall length 8"—weight 3½ lbs. Also 2100 or 2500 R.P.M. same price.

No. 1525—¼" Heavy Duty —A Drill you can depend upon. Has exceptional features. A proven asset in any shop.



No. 1550—½" Heavy Duty —Has unusual features. A bear for punishment. A *must* in any shop.

No. 1495 All Angle ¼ Drill —DIFFERENT—has unlimited uses. A time saver and money maker in any shop.

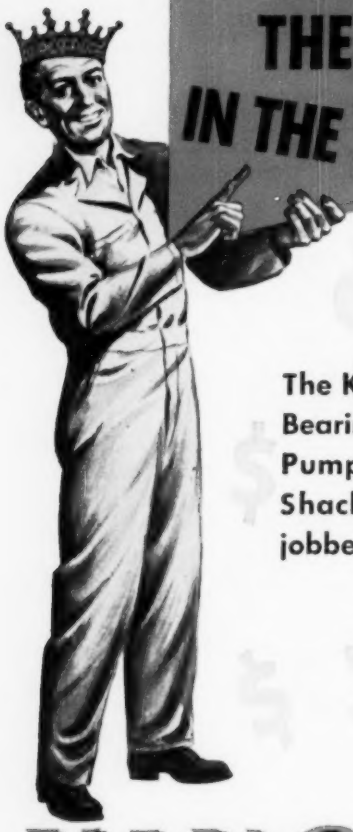
Sold only through authorized **SIOUX** Distributors

STANDARD THE WORLD OVER

ALBERTSON & CO., INC. SIOUX CITY, IOWA, U. S. A.



THERE'S MORE PROFIT IN THE COMPLETE KING LINE



The King Line includes Pistons, Pins, Motor Bearings, Valves, Cylinder Sleeves, Water Pumps and Parts, Front End Parts and Shackles... all in one catalog from one jobber. That's real service!

KING QUALITY

"Building for the future on a 30 year record"

SAINT LOUIS 10, MISSOURI

PISTONS • PINS • VALVES • BEARINGS • WATER PUMP PARTS
BOLTS • BUSHINGS • SILENT-U SHACKLES • SLEEVES • WHEEL SUSPENSION PARTS

Setting the Pace

IN MORE WAYS THAN ONE!

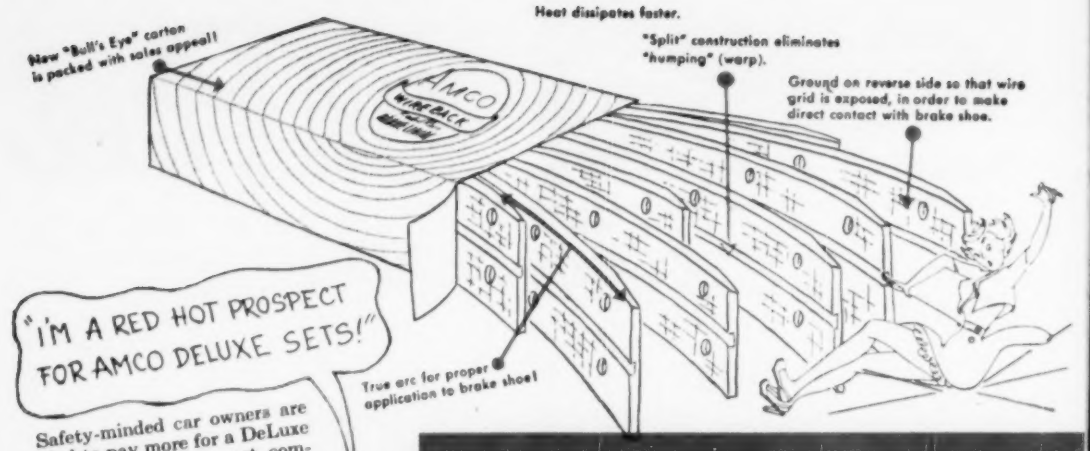
Grand Prize Winner in Mobilgas Grand Canyon Economy Run

Pace car for the famous Memorial Day Indianapolis 500-mile Race

Sales at all-time high — more people buying Mercury than ever before



It certainly pays to travel with **MERCURY**



"I'M A RED HOT PROSPECT FOR AMCO DELUXE SETS!"

Safety-minded car owners are glad to pay more for a DeLuxe brake job! The correct combination of MOLDED friction linings makes every stop a DeLuxe stop with AMCO DeLuxe Brake Lining Sets!







DEPEND ON

WHAT A LINE! WHAT A LINE!

Yes sir, "Miss Bumps" has the line that can help you put the "whammy" on slipping sales! It's the AMCO *Safety Rated* Line...the line that's got EVERYTHING for EVERYBODY, from rich man to poor man—and those in-between.

You get MORE REPEAT BUSINESS and MORE CUSTOMER GOOD WILL with AMCO. All AMCO Products are *Safety Rated* 3 ways. First, through 25 years EXPERIENCE as one of America's important suppliers of original equipment brake lining for cars, trucks and industrial use. Second, by billions of brake miles under every service condition, which are behind the ENGINEERING of every piece of AMCO Lining. Third, through the latest MANUFACTURING methods in one of the country's most modern brake lining plants.



FREE 4-color "Miss Bumps" PIN-UP to brighten up your shop... and a lot of PLUS-PROFITS to fatten up your cash register! Both are yours with AMCO! A penny postcard with your name and address will bring "Miss Bumps" to you PRONTO!

ASBESTOS MANUFACTURING COMPANY, DEPT. F-9, HUNTINGTON, INDIANA

F-9 Copyright 1950 Asbestos Mfg. Co.

"CAN I AFFORD TO GET SAFETY RATED?"

Why, lady, EVERYONE can afford a topnotch *Safety Rated* brake job! Re-sale prices on Wire-Back Brake Lining make it possible! Every Wire-Back Set is not only *priced right*, but also *made right* and *packaged right!*

"WHY DIDN'T SOMEBODY TELL ME?"

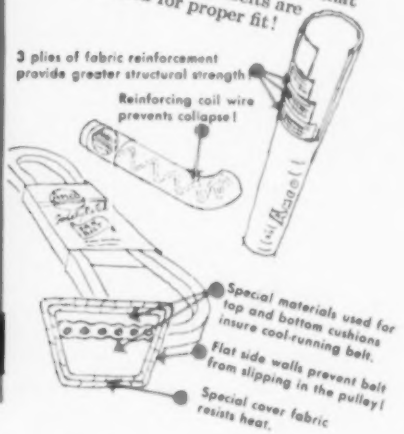


DON'T GO WHAM!

AMCO *Safety Rated*

BRAKE LINING

Somebody, quick, tell "Miss Bumps" that with AMCO Hose she won't have to worry about destructive action of rust, anti-freeze or hot water... tell her also that AMCO *Safety Rated* Fan Belts are PRE-STRETCHED for proper fit!



for PLUS-PROFIT PERFORMANCE depend on

AMCO

Safety Rated Brake Lining

FAN BELTS • HOSE • BONDING OVENS • CAR MATS • CLUTCH FACINGS



You Can't Miss

WITH PACKARD AUTOMOTIVE CABLE

Packard cable is the *sure shot* answer to all your wiring requirements. It's the best there is . . . chosen as standard equipment on more cars, trucks and buses than any other make. Packard cable is widely distributed, nationally known. It's easy to stock, easy to sell. The clearly marked cartons give you complete size, gauge and application data at a glance . . . are self-displaying, keep cable clean and ready for instant use. Order Packard cable and be sure of hitting the mark with the right size cable for the right job every time.

DID 'YA KNOW?

"Undersize cable will cut performance far below normal. For instance, a lamp wire that's too small can easily lose 10% in voltage, and this 10% will mean a full 30% loss in the candlepower of the lamps! Packard spool cable cartons carry a chart showing the correct gauge size of cable for various loads and lengths of cable required. For best results, use Packard cable for all your jobs."

Packard Pete

Packard

TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING

FOR A CLEAN SWEEP ACROSS THE BOARD



WIN NEW CUSTOMERS AND BUILD BUSINESS...

PLACE HOUDAILLE* SHOCK ABSORBERS OUT FRONT WHERE THEY BELONG...

SHOW THEM ON THIS COLORFUL DISPLAY STAND

Yes, there's sure profit with no gamble in shock absorbers. They're easy to sell...8 out of 10 cars over one year old need new ones. And there's more profit in Houdailles...most profit of all when you display them on this sturdy, colorful stand.

It lets your customers know you're in the shock absorber business...ready to care for their needs with the most dependable, longest lasting shocks of all. It makes it easy to bring up the subject and swing into your talk which can't fail to ring the bell on your old cash register.

Remember, when you sell Houdailles you can sell *4 units* per sale...make *both* a merchandise and labor profit...earn at least $12.00 an hour for the time involved. The biggest shock absorber season is here. Don't miss this extra source of extra profits. Phone your Houdaille distributor or write us today.



The complete Houdaille line with applications and installation information is in this catalog. Your Houdaille distributor or the factory will supply one on request.

*Say "Hoo-dye"

HOUDAILLE-HERSHEY CORPORATION
HOUDE ENGINEERING DIVISION
BUFFALO 11, NEW YORK
America's Pioneer Builder of Hydraulic Shock Absorbers



Harry Lonoff

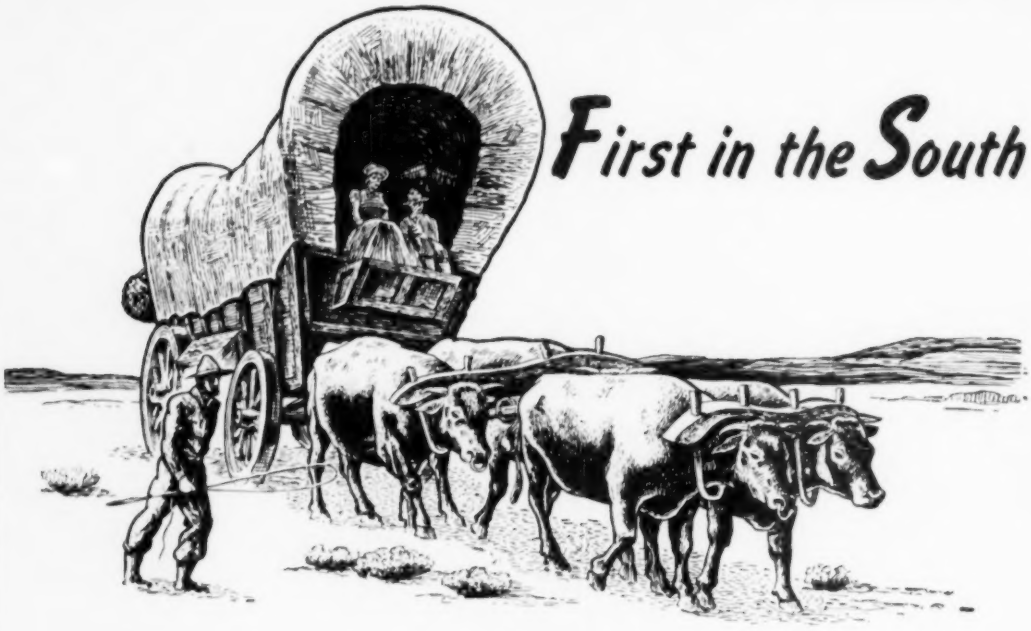
TREASURER
CLINTON SQUARE AUTO PARTS CORPORATION
22-24 ELIZABETH AVENUE, NEWARK 8, NEW JERSEY

"YOUR COMBINATION of a complete battery line, the original equipment market and 'Sta-ful' with its exclusive position in the quality class has proved exceptional," reports Harry Lonoff. "While our volume was boosted substantially by 'Sta-ful', our net profit increase made this gain even more important to us. Your colorful magazine and newspaper advertising, radio, television programs and point-of-sale material give an exceptional opportunity for ourselves and our dealers to actively increase business and traffic. We consider the Auto-Lite Battery Line one of our major sources of profit."

AUTO-LITE BATTERIES



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with

COMPLETE Fire and Casualty COVERAGE
for HOME – BUSINESS and CAR

- Federated Mutual has pioneered multiple line coverage for the Southern automotive trade. Now you may enjoy the convenience of complete worry-free protection for your business, home, and car, all in one MUTUAL company. You will enjoy too, substantial savings in the form of dividends.
- Federated Mutual has pioneered in serving today's special insurance needs of the automotive trade. Your Federated representative is a specialist in providing men in your business with the PROPER coverage on FIRE and CASUALTY insurance. He is highly trained in your needs and represents no other company.
- There are Federated Mutual representatives throughout the South ready to give you their skilled, friendly service. Write us for the name of the Federated Representative nearest you!

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IMPLEMENT AND HARDWARE INSURANCE COMPANY

1600 Healey Bldg.

ATLANTA, GEORGIA



Look for the Ring of Quality in tubing and write for Penn's quality control story.

Jobbers everywhere agree

AUTOMOBILE MEN DEMAND *Penn*

THAT'S WHY *Penn* IS THE No. 1 AUTOMOTIVE TUBING

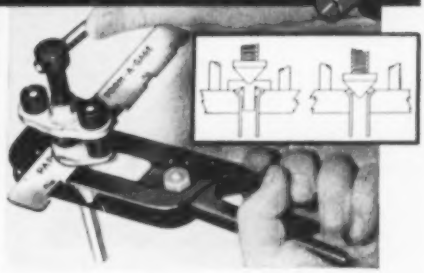
SERVICE MEN ALSO AGREE ON PENN'S PAPCO TUBE TOOLS



The Papco No. 400 Tube Flaring Tool: six tools in one, quickly selects the right size for all hand tool flaring jobs.



The revolutionary Papco No. 500 Cutting Tool gives fine, fast, clean, square cuts—efficient, effortless performance.

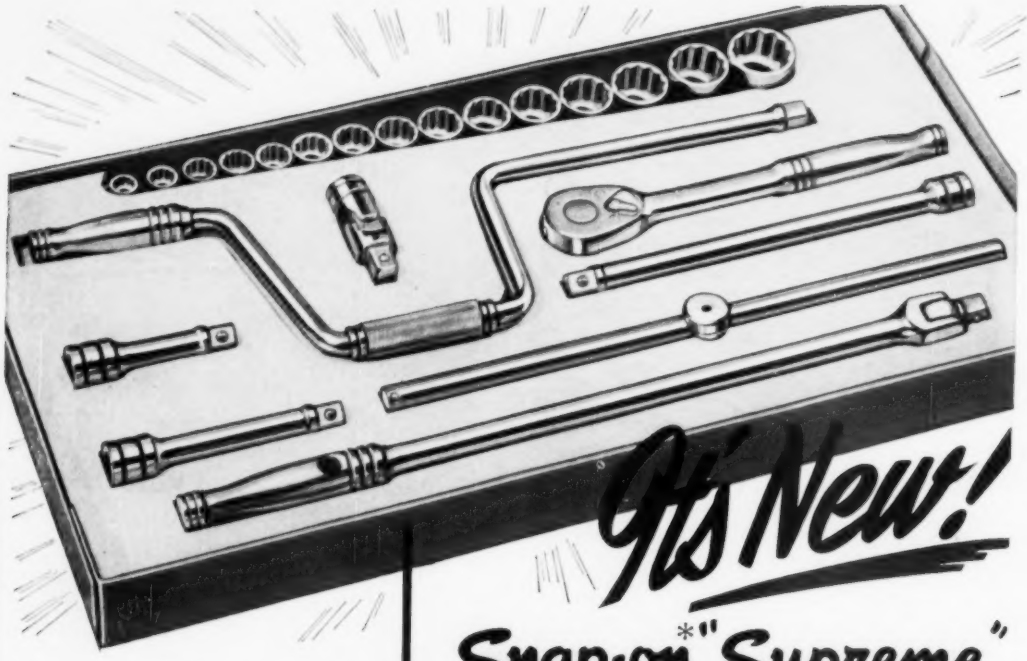


"Form-a-Gage" is Papco's new, modern height gauge with double flare plate (5 sizes in one) which assures better double flares. Only Papco has "Form-a-Gage."

FOR QUALITY TUBING— SAY, "*Penn*—AGAIN"

Penn BRASS & COPPER COMPANY

ERIE, PENNSYLVANIA, U.S.A. • PHONE 3-5111



It's New!

Snap-on* "Supreme"

23-PC. Master Socket Set

Many New Features Combined to Give Mechanics Most Value For Their Tool Dollars!



Patented Palm-Grip Design Handles give a secure hand grip and better appearance.



32-tooth ratchet action—pawl always makes a double tooth contact for added strength.



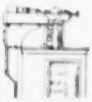
Easily removed Welch plugs permit cleaning and servicing of friction grip device.



Four-way socket grip makes it easier and faster to interchange various units. Hot broached chip-curled openings give you smooth strong socket walls.



Snap-on metallurgists select only high grade alloy steel to produce Snap-on wrenches.



Controlled heat treating combines surface hardness with skin-to-core toughness in every part of every tool.



Snap-on's guarantee protects . . . any wrench proving defective in material or workmanship will be replaced.



Snap-on scores again with a new "Master Supreme" set of four handles, three extensions, a universal joint, and fifteen popular sized sockets. In this ½" sq. drive set you will find highly engineered design, accurate balance, perfect fit, and a comfortable grip, that results in faster, safer, more satisfactory work. Every tool has a full chrome finish for long service life.

Check the features at the left, then ask the Snap-on man who calls regularly to show this set to you, and to your men. Ask him to demonstrate — try the feel of the tools yourself. You'll agree that mechanics who use dependable tools like these will be a definite asset to your shop — they'll turn out a better job — and they'll earn more money for themselves — and for you.

*Snap-on is the trademark of Snap-on Tools Corporation

SNAP-ON TOOLS CORPORATION

8052-F-28TH AVENUE
KENOSHA, WISCONSIN



A SURE WAY TO

Satisfactory Service



Use Only the Brushes Specified by

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DELCO-REMY GENERATORS

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CRANKING MOTORS

The *original* brushes for Delco-Remy units are a part of the balanced design . . . test-selected for peak performance and long life. These brushes are made to work correctly and quietly in Delco-Remy units . . . *with* the right hardness and uniformity . . . *without* excessive brush or commutator wear. So it's only logical to use, for replacement, the brushes specified by Delco-Remy for Delco-Remy units. That is your assurance of real service from the unit—and of thorough satisfaction for your customer.

Delco-Remy

DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

UNITED SERVICE MOTORS

DELCO-REMY—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

WHEREVER WHEELS TURN OR PROPELLERS SPIN

"SALES ARE TERRIFIC!"

. . . REPORT CASCO DEALERS COAST-TO-COAST!

NEW SMOOTH AERO-ALUMINUM
CASCO VISOR
IN PEARL GRAY
HAMMERLOID FINISH



These two Casco Visors are breaking sales records everywhere with beautiful blended-to-body styling, rich Chrome brackets and distinctive center panels. Ultra-smart finishes — WEATHERPROOF . . . PERMANENT . . . NEVER CORRODE!

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V-1 SERIES



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FAIR TRADED
LIST PRICE EACH

FAMOUS ANODIZED ALUMINUM
CASCO VISOR
EMBOSSED AND RIGID!

Casco Visors have permanent finishes—but can be painted to color-match a car, if desired.

YOU'RE WAY AHEAD WHEN YOU FEATURE "The Original"



Standard equipment in most cars. Beautifully Chrome plated, smartly styled. Fits all Casco-made dashboard wells. Gives a safe, quick, long-lasting light.

CASCO
POP-OUT UNIT ONLY
L-33 $1.50
Fair Traded



CASCO EXCLUSIVE! VIS-O-LITE

Illuminated well guides the hand swiftly back, eliminates scratches or marring dashboard.

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BRIGHTEST SPOT ON ANY CAR!

CASCO *Sealed Beam Spotlight*



Fits all cars — thru-the-post or thru-the-door. Turns in complete circle, left or right, up or down. Smart, streamlined, heavily Chrome plated and precision-engineered!

JUNIOR MODEL
S-40 (for thru-the-post mounting)
S-35 (for thru-the-door mounting) . . . List Price $16.50 Fair Traded

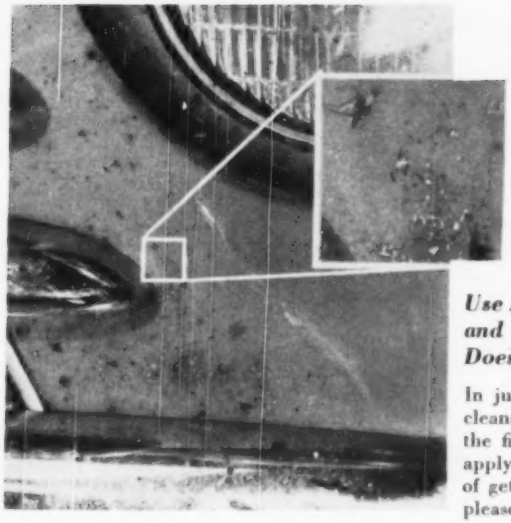
STANDARD MODEL
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ANNOUNCING!

THE ADVANCE CENTURY "ONE-WIPE" METHOD FOR CLEANING BUGS FROM CAR FINISH! QUICKLY! SAFELY!

Use Advance Century Insect Remover. Makes Wash and Wax Jobs Easier and Faster. One Application Does the Job. Sold on Money-Back Guarantee.

In just one application, Advance Century Insect Remover cleans all bugs from the painted surface of the car. Leaves the finish completely oil free, with no rag marks. Simply apply with a damp pad and wash off. Here's a sure-fire way of getting repeat business. Your customers are going to be pleased with the completely bug-free finish.

Let Advance Century Help You Build a Bigger Volume of Business. It Can Be Done – Right now! This Summer!

You have to wash a lot of cars every day to make your wash rack profitable. To get this necessary volume, the best way is to do a better job...faster...and tell your customers what you are doing to give them a better job.

Let your customers know about this superior Advance Century Insect Remover that you use. Tell them that you also use Advance Century Black Tire Paint, White Sidewall Cleaners, Washing Compounds, Pre-Wax Cleaners and even Floor Mat Dressings. Show them the products themselves and point out just how they make cars a lot cleaner and better looking. Build up profits from your wash and wax jobs.

ORDER FROM YOUR JOBBER TODAY

If you happen not to have all of the profitable Advance Century wash rack products, just mail this coupon and we'll send you a free catalog, describing each one in detail. They'll help you discover new profits.



Cleans Chrome, Too!

Advance Century Insect Remover also cleans bugs and dirt from grilles, chrome trim, mirror backs, etc. You can use this insect remover to clean bugs from the *entire* car.

ADVANCE CENTURY MFG. Co.

P. O. BOX 781 GREENVILLE 1, S. C.

RUSH COUPON TODAY

Advance Century Mfg. Co.
P.O. Box 781, Paris Station
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Please rush me complete catalog of Advance Century wash and wax products to help make my racks more profitable.

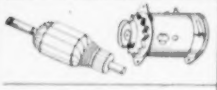
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City_____



ANDREWS MANUFACTURING CO.
ANDREWS Electrical and Ignition Parts—Battery Cables—Wiring Assemblies—Spooled Wire—Spark Plug Wires.



ARROW ARMATURES CO.
ARROW Armatures—Generators—Starters—Field Coils



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TRIPLEX Alloy Pistons—Cast Iron Pistons



DETROIT ALUMINUM & BRASS CORPORATION
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WICKWIRE Clutch Springs—Valve Springs—Starter Springs—Hose Clamps—Mechanics Wire—Chain Repair Links



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LINMAR Water Pumps



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BEARING COMPANY OF AMERICA
BCA Clutch Release Bearings—Radial Ball Bearings—Wheel Bearings

MOTOR PARTS

Dealer and Repair Shops are assured of finer quality, better fit and greater value in this group of motor parts produced by basic manufacturers.

Go to the jobber who features the lines shown here — they are all leaders in their field, backed by manufacturers with facilities to produce the best the market affords. They are represented in the South by the Hirsig organization.

Other leading lines of automotive merchandise represented by Hirsig are: ANCO Mirrors, Blades — AUSCO Jacks — B & B Heaters — CAMEL Patches — CASCO Products — CLEVELAND Tire Chains — DURO Tools — ELECTROLINE Lights FRAM Filters — GEARY HERSHEY Front End Parts — HUFFMAN Measures — KIMBLE Glass — MITY MIDGET Sanders — RUST-MASTER — SUPAR Tire Pumps, Breezies — SUPERSTAT Thermostats — SUPERIOR Shock Absorbers — THERMO Anti Freeze — THOR Batteries — TYSON Bearings.

Hirsig men, located in 17 cities throughout the South, help jobbers deliver the best possible service to the automotive dealers of the South.



LAWRENCE M. HIRSIG & CO. Jacksonville 2, Florida



"I'm looking for a bargain!"

"I *found* one, a new DE SOTO"

Smart new styling. Thrilling no-shift driving. Incredibly smooth ride. Low operating cost. Extra value. That's what motorists want. That's what De Soto's got. The demand grows every day!



"The Car Designed With YOU In Mind!"

Tune in **THE GROUCHO MARX SHOW,** *"You Bet Your Life," every Wednesday night. On all CBS stations*

DE SOTO DIVISION, CHRYSLER CORPORATION



"Smartest package"*

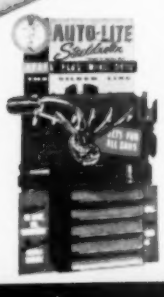
*The NEW Auto-Lite Silver Line

SELLS on Sight!

You'll find the new Auto-Lite "Silver Package" worth its weight in gold as it "sells up" your wire and cable sales for more profits and premium quality satisfaction. The Auto-Lite "Silver Line" is a complete line—Steelductor Spark Plug Wire, Flexstrand primary wire, Auto-Lite Battery Cable with the new Anti-Corrode Terminal that holds tight. Cut-to-length sets for all popular cars and the widest range of solderless terminals in the industry. Get in on the "Silver Package" profits. Write to

THE ELECTRIC AUTO-LITE COMPANY
Merchandising Division
Toronto, Ontario • Toledo 1, Ohio





Available to all stocking dealers

Cash in on this new Auto-Lite "Silver Line" Wire and Cable program with this outstanding new Auto-Lite Steelductor Merchandiser. This big 25½" high, 14½" wide display in brilliant silver, red and blue colors will help spark sales and profit on your entire line. Get yours by ordering from an Auto-Lite Jobber today.

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 30 JUNE, 1950 No. 6

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ANNUAL SUBSCRIPTION $3.00 FOREIGN $4.00

Published Monthly by
W. R. C. SMITH PUBLISHING COMPANY
Atlanta and Marietta, Georgia
Editorial and Business Offices
806 Peachtree Street, N. E., Atlanta 5, Georgia

Publishers Also of
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POWER-PACKED for all Automotive Soldering





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AUTO-MECHANICS
250-WATT
Soldering Gun

Here's the soldering gun that handles *all* automotive work—heavy or light. You can use it for body touch-up, gas tank, gas line and radiator repair, instruments, ignition, generator and other electrical work. It's husky for heavy duty, yet compact and handy—gets into the tightest spots, even under the dash. Pays for itself in a few months, too! 5-second heating means mechanics lose no time. Trigger-switch control means no current wasted—no need to unplug the gun between jobs.

You'll solder faster and easier with Weller's new *Auto-Mechanics* Gun. Chisel-shaped RIGID-TIP provides more soldering area for faster heat transfer. And new "over-and-under" terminal design gives bracing action to tip. No other soldering tool offers the auto technician so much convenience. Order your new 250-watt Weller Gun from your automotive parts distributor today, or write for bulletin direct.

Soldering Guide Get your copy of "Soldering Tips"—new, fully illustrated, 20-page booklet of practical soldering suggestions. Price 10c at your distributor's or order direct.



WELLER MANUFACTURING COMPANY

825 Packer Street
Easton, Pa.

featured in...



POST ...and Collier's

STOP have you had your Brake System checked recently?



Remember the warning of the National Safety Council—"the life you save may be your own!"

For Safety's Sake...

If you can push the brake pedal to the floor boards—and not stop the car—it is headed for trouble!

A faulty condition may be due to improperly adjusted brake pedal or brakes, worn brake lining, leak or air in the hydraulic brake system, or not enough brake fluid.

Why gamble when safety is involved? Have a mechanic check the brake system. Minor corrections now may save major repairs later.

If needed, have the fluid in the master cylinder brought up to the proper level with WAGNER LOCKHEED HYDRAULIC BRAKE FLUID. It is a genuine, quality product and functions under all driving conditions—in all seasons.

Should inspection disclose that parts of the brake system are worn, specify replacements be made with genuine WAGNER LOCKHEED or WAGNER BRAKE PARTS. High quality and perfect fit assure you greater safety.

Should new lining be required—WAGNER CoMaX BRAKE LINING is the answer. It is recommended for quick, safe, smooth stops.

Always remember—you can depend upon Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.

You can get Wagner products from one source—a Wagner Jobber near you—write us.

Wagner Electric Corporation
6400 Plymouth Ave., St. Louis 14, Mo., U.S.A.

Wagner

You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.

Wagner consumer advertising directs business to YOU!

Colorful half-page Wagner ads (like the current one reproduced in miniature at the left) appear regularly in the Saturday Evening Post and in Collier's . . . Over 27 million Wagner ads will run in these two great consumer magazines this year.

Business is being created for YOU.

This great promotional program costs you nothing . . . Stock and feature Wagner products — Wagner Lockheed Hydraulic Brake Fluid, Wagner Lockheed Hydraulic Brake Parts, and Wagner CoMaX Brake Lining. Put Wagner national advertising —and Wagner product quality—to work for you.

You can get all Wagner products from *one source* — a Wagner Jobber near you . . . Ask him, or write us for a free copy of Wagner Catalog AU-500.

Wagner Electric Corporation
6362 Plymouth Ave., St. Louis 14, Mo., U. S. A.

DO WE WANT "FREE" ENTERPRISE?

No. 2 in a series of editorial messages

WE'VE been hearing a lot about our "free enterprise" system. But what's "free" about it? Is it, as we are sometimes led to believe in an election year, a system under which a governmental Santa Claus is supposed to provide us with a bountiful supply of free goods and services?

Not at all! Our "free enterprise" system means freedom of opportunity to engage in any business enterprise we may choose.

In the pioneering days in this country, each family built its own home, raised its own food, made its own clothes. But long, hard hours of toil were required to produce just the bare necessities of life. Gradually it was found that more goods and services could be made available if each person specialized on some one trade or occupation. So we developed into a nation of farmers and carpenters and plumbers and manufacturers and storekeepers.



In this development there has been opportunity for all, limited only by individual ability and industry. There has been freedom to engage in the occupation of one's choice. There has been incentive to work hard and efficiently, for the rewards have been in proportion to what each one produced.

To keep the "system" operating satisfactorily, the necessary checks and balances have been imposed automatically by the law of supply and demand. If, for instance, too many people began to make shoes, the supply soon became greater than the market would absorb and the less efficient operators had to find other occupations.

Under this system with its automatic checks and balances and its rewards for efficient performance, we have attained a standard of living which is the envy of the entire world. We have more than three-fourths of all the world's automobiles. We have 30,000,000 electric refrigerators and we have nearly 40,000,000 radios, or an average of about one for every home. And along with a constant increase in the per capita production of goods and services, we have steadily reduced our working hours. We have more time for recreation and play.

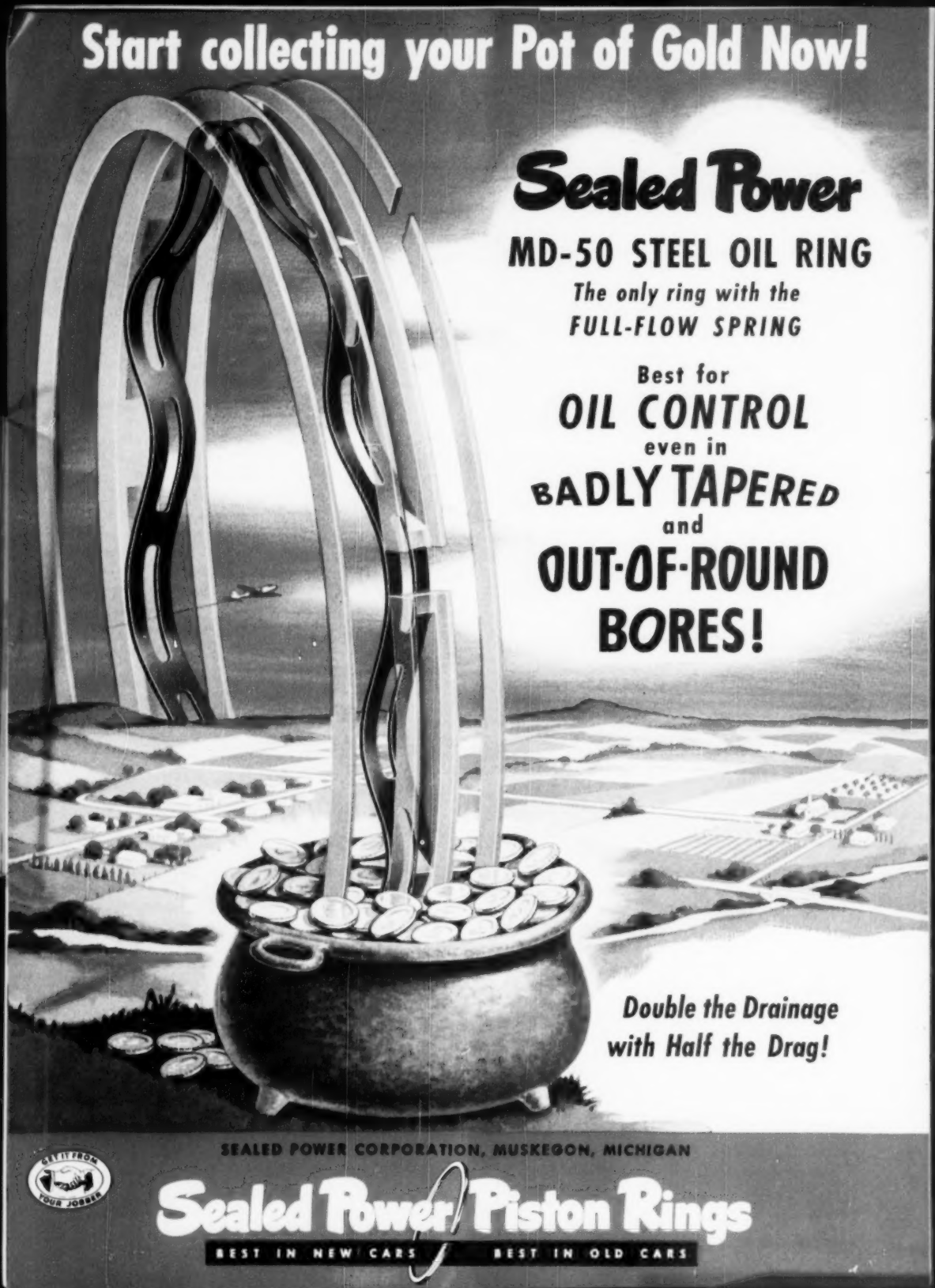
If this system has worked out so satisfactorily, why is it necessary to defend it? Actually, the principle of free enterprise needs no defense. There are relatively few people in this country—communists or socialists—who are openly opposed to our economic way of life. But what we must guard against are those who, under the guise of "economic planning," would gradually cripple and finally destroy our free enterprise system.

"Let us take care of you from the cradle to the grave," say some of the politicians and economic planners. "Let us provide low-cost housing, low rents, free medical services, ultra-modern schools, super highways. Let us give high prices to the farmers and low grocery bills to the consumers. Let us provide higher wages and shorter working hours by legislative decree instead of waiting on the natural economic processes. And along with all this, let's set up such large social security benefits that it will not be necessary for you to work hard and save for the proverbial 'rainy day'."

Unfortunately, the economic planners do not realize or purposely ignore these simple truths: We cannot legislate a higher standard of living; it can be attained only by increased production of goods and services. We cannot spread prosperity by printing and distributing more money.

In their glittering promises the economic planners set up the mirage of a welfare state in which government provides complete security for its citizens and makes prosperity automatically available to all. But what has resulted from such promises in Britain—or in Russia?

Our "free enterprise" system—with its opportunity and incentive and freedom for the individual—has brought to America the greatest prosperity and widest diffusion of wealth that any nation has ever known. That is a proven fact. In striking contrast is the dismal record of socialistic experiments in other lands.


Start collecting your Pot of Gold Now!
Sealed Power
MD-50 STEEL OIL RING
The only ring with the
FULL-FLOW SPRING
Best for
OIL CONTROL
even in
BADLY TAPERED
and
OUT-OF-ROUND
BORES!
Double the Drainage
with Half the Drag!
SEALED POWER CORPORATION, MUSKEGON, MICHIGAN
SEE IT FROM YOUR JOBBER
Sealed Power Piston Rings
BEST IN NEW CARS
BEST IN OLD CARS

SPOTLIGHTING *the* NEWS

A $-saving tip comes from a southern dealer handling a GM car who moved into a new building this year. The building was equipped with radiant heat—heating by pipes laid in the concrete flooring. He had only a month or so to try it out before warm weather arrived but already his expectations for economy seem to be correct. He set up a 55-gallon filter into which his shop force pours drained crankcase oil. It winds up in a 3,000-gallon tank. By cold weather, at the present rate, the tank will be full. Normal consumption is expected to be 3,500 gallons a year, and the difference of 500 gallons should easily come from oil changes during cold weather. Heating fuel at no cost, he figures it. But, please, he said, don't mention the name as some of his new-car customers are in the oil business! Already they have been asking to sell him fuel oil for next winter.

Chrysler dealers got tired, long before the strike's end, of the ribbing which they at first took good-naturedly about having no units for their showroom. In quite a few instances they displayed feelings clearly indicating their nerves were on edge. Some said a strike by UAW against GM would have given a chance to recoup at least some of their severe loss in new-car sales. But the new GM contract runs for five years and neither side can reopen it.

Credit usually manages to be a bit troublesome to all. What's being done to improve the picture? An answer comes from John Howard of Howard's Garage at Savannah, Ga. When his books showed more than $10,000 outstanding, he figured it was time for something to be done if he expected to continue to meet the payroll on which his approximately 12 employees depended. A salaried collector was the solution. Howard was fortunate, he reported, in lining up a brand-new college graduate who knew enough about people to apply the old increasing-pressure technique and yet not experienced enough to allow any feeling of defeatism to stop him on the toughest cases.



A hustler, this young man—who's on a straight salary—fills in conveniently on Howard's used-car lot when he's not out collecting. He's brought in "hundreds and hundreds of dollars" from accounts on which nothing had been paid for as long, in some instances, as a year. As of mid-May, he had had only one man to come mighty near to punching his nose.

Coffee-less days are being observed at The Frank Corp. in Savannah. Al Crowder, general manager of this automotive wholesale firm, explained that the popular coffee-and-light-refreshments bar set up last year had been closed for the warm months. But the point is that the bar is still "working" right out there at its location near the counter. Seat covers and some other lines are being displayed on the bar—a tip which other companies equipped with coffee bars may find useful.

Edgar F. Kaiser, K-F's president, expressed doubt that the strike would take place when talking with writers at the K-F showing in Atlanta. He seemed confident that GM would be able to work it out.

The public offers the big battlefield — as it always has to the industry— in putting across the new line of K-F cars, Kaiser said. "We've got the cars and we're broadening our dealer organization," he said. "The main thing we have to fight for now is getting across to the public the fact that we do have fine cars worth the money. That's where we are going to have to do some hard work." His simple, direct handling of questions shot to him by the press won him some praise from writers who aren't too inclined to utter warm words of praise. Dealers interviewed as the public viewed the new line were all excited over the outlook.

The spotlight came to rest firmly last month on a southern automotive figure whose stature in the industry has expanded steadily. James C. Parker, Sunday School superintendent and president of Motor Parts & Supply Co., Mobile, was elevated from the vice-presidency to the presidency of Motor and Equipment Wholesalers Association. This group is composed of nearly 1,000 members in the United States and Canada.

You'll sell more of all four . . .

1. Anti-freeze
2. Cooling system service
3. Chemicals
4. Motor parts

with this new Du Pont PROFIT PLAN for 1950





The automotive service industry has never seen anything like this special Du Pont Anti-freeze Profit Plan. With it, you'll sell not only more anti-freeze, but also more chemicals and parts. And . . . you'll be able to give the service for which your customers will pay.

You'll find this program complete down to the last detail—full of proved promotion ideas and with all the material you need . . . window displays, selling helps, procedure forms and the most practical and revolutionary cooling system manual ever designed. It offers a golden chance to make next fall and winter the greatest anti-freeze profit season you've ever known.

Ask your jobber about this Special Du Pont Program. Don't miss a word of the exciting profit plan your jobber's salesman can offer you. You can put it to work *right now* for additional summer cooling system conditioning profits.



"ZERONE"*

$1.25 A GALLON—Every year more motorists buy "Zerone" anti-freeze than any other brand. Order this fast-seller now, to be sure to get your share of the big market for standard-priced anti-freeze next fall and winter.

DU PONT

"ZEREX"*

$3.50 A GALLON—"Zerex" anti-rust, anti-freeze is the new favorite among premium-priced anti-freezes. When you stock both "Zerone" and "Zerex," you're in a position to meet the needs of all your customers.

*Reg. U. S. Pat. Off.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

SOUTHERN AUTOMOTIVE JOURNAL

June, 1950

Bringing Back 'Lost' Service





As Donn Crane, service supervisor, waits for a "lost" customer to answer the phone, he pictures the day when she will be a "regular" once again. The chances are three out of four she will return with the firm's "personal attention" program.

By Beatrice Miller

ABOUT 75 or 80 per cent of "lost" customers have been persuaded to return since the 'personal attention" program was inaugurated at Leo Rocca, Inc. (Dodge-Plymouth), Washington, D. C., last September. Their return has meant a monthly increase approximating $1,500 in repair volume over the corresponding period of the previous year.

"It is some minor irritation that makes your customer drift away," declared Donn Philip Crane, service supervisor, who contends that a major complaint will always bring a customer back because of the large amount of money involved. "Some minor irritation like a rattle that wasn't located, payment for having headlights adjusted that were not taken care of, receiving what the customer believed was inadequate service for money paid out —these things make customers go elsewhere without letting you know why."

Crane sees as the immediate solution of this problem precise writing of the service order by the salesman, more thorough car inspection and complete understanding between salesman and customer as to what the customer is getting and paying for.

"There would be fewer dissatisfied customers if greater precision were practiced," maintained Crane, who added quickly that the first rule of any service operation is to satisfy the customer and appreciate the business he has brought you.

In accordance with this, Leo Rocca, Inc., mails the customer a return postcard as soon as his bill has been cleared with the cashier, thanking him for coming in and asking him for comments on the service he received. Such questions as "Was your car ready when promised? Were the seat, steering wheel and gear shift free from grease? Were you treated courteously? Was our work satisfactory?" are designed to impress the customer with the sincere interest of Leo Rocca, Inc., in servicing his car.

They bring about a 50 per cent response, many customers indicating they were completely satisfied and appreciated the management's concern, others citing some dissatisfaction or complaint.

When a complaint has been jotted down, Crane calls the customer by 'phone immediately to ascertain the exact nature of the trouble in that particular case.

Are you winning back those customers who haven't been in your shop for many weeks? Here are some of the techniques used successfully by a Washington, D. C., dealer to help solve this difficult shop problem.

At the end of a 30-day period a card goes out to the customer reminding him that he has not been in with his car in 30 days.

If nothing is heard from the customer in another 30-day period, a friendly letter is addressed to the customer inviting him to bring his car in for a road test and complete inspection free of charge and without any obligation. The question is raised again whether there was any dissatisfaction with service on his last visit or displeasure in any way. This is a clean-cut duplicated letter that has the appearance of a typed letter especially addressed to the customer.

Crane estimates that about 60 per cent respond to this letter, some bringing their cars in, others calling by telephone when they have a grievance to air.

An instance of the latter was a Navy officer who said he would not return because of an unsatisfactory front-end job on his car. Though Leo Rocca's is closed on Saturdays, Crane offered to be on hand himself and personally look into the trouble if the officer would come in on his day off. After examination of the car Crane agreed that an injustice had been done in this case and made adjustments for the customer, who again became an established Rocca patron.

Another instance was a woman who complained of a rattle in her car that was not corrected though she had paid to have it taken care of. Crane made it his business to be in the shop when her car rolled in, took the car out for a road test and here, too, made adjustments to the customer's satisfaction.

If the customer fails to respond to the 60-day letter within two weeks, Crane calls him by telephone. With a full history of the repairs done on the customer's car in front of him, he is prepared for any questions or complaints that the customer may raise. In his warmest manner Crane attempts to learn the difficulties and explains what may have gone wrong. He assures the customer that Rocca's will do its best by him if he will bring his car in for a complete inspection and road test free of charge.

"It is not hard for me to put myself in the customer's shoes," Crane said, having experienced unfair practices several times in service shops himself. "If you can picture putting out your money for service never received, you can catch the customer's viewpoint."

However, since it is not always easy for the service salesman to take the customer's side, Crane handles this part of the business.

In one case where the steering mechanism of a car was not adjusted properly due to lack of parts, Crane brought the customer back and saw that a full job was done by getting the needed parts. Over a period of three weeks the returned customer gave Rocca's $20 worth of business in lubrication, tune-up and tire rotation.

In another instance where a woman had paid for body repair work, she was led to expect a more complete job than she received, due to poor service-order writing and inadequate detailing by the salesman who wrote the order. When Crane

(*Continued on page 110*)

Here is a sample of the letters which Crane sends out to customers who haven't been in for 60 days. Letters are changed frequently so there is no chance of an owner's receiving the same letter twice.



LEO ROCCA, INC.

4300 CONNECTICUT AVE. • WASHINGTON 8, D. C. • EMERSON 7900

DODGE · PLYMOUTH · DIRECT FACTORY DEALERS

June 6, 1950

Mr. John Mitchell
1902 Connecticut Avenue, N. W.
Washington, D. C.

Dear Mr. Mitchell:

We've missed you in our service department lately, and frankly, we're worried. Perhaps we displeased you in some way of which we were not aware.

We pride ourselves on maintaining customer satisfaction at all times. If we have failed to satisfy you, won't you grant us the opportunity to remedy any difficulties you may have with your automobile?

We shall be happy to give your car a complete inspection and road test without charge or obligation. Simply bring this letter with you and ask for either Mr. Justice or myself, Donn Crane. It will be our pleasure to prove that Leo Rocca, Inc. service is the sure way to worry-free, economical driving.

Yours very truly,

LEO ROCCA, INC.

Donn Crane

Donn Crane
Service Supervisor

DCrab

They're Sitting Pretty with Cushion Work





Truck seats often come into the shop ripped and patched like the one at left. But soon they are put back into the vehicle, ready for many more comfortable miles.

•

By L. H. Houck

THERE are a lot of jobs out in the bushes that never come in on their own power. They have to be brought in. And sometimes a specialty is the best way to attract them, say H. O. Ruffner and F. H. Lloyd, owners of Village Garage & Body Works, Charleston, W. Va.

Less than six months after they opened their shop, they had captured a business that averages about $10 a truck from several truck lines owning more than 100 trucks each. They do the same job for dozens of truck owners who operate from one to 12 vehicles.

That job is the repair and rebuilding, and often the redesigning, of truck-seat cushions. Seat cushions in over-the-road trucks are the subject of much discussion by drivers and company personnel. They take a beating and need attention frequently.

It is one thing to start a garage at a new location, as Ruffner and Lloyd did last October, and quite another thing to fill it with business. Although doing a full line of automotive repair work, including front-end alignment, the owners decided to specialize in seat cushions for trucks and station wagons and produce a job as good or better than original equipment.

The first truck line approached had more than 100 tractors and trailers. The owners were receptive and the result was a standing order to repair and rebuild to pre-set specifications all the seat cushions in the fleet. Cushions are sent to the garage two to five at a time.

Jobs Include Re-covering

While some of the cushions are rebuilt to special specifications to fit certain drivers, most of the jobs are standard. They usually include re-covering with new material. Most of these jobs run about $10, while a new seat cushion probably would cost the company about $40, Ruffner and Lloyd said. For heavy drivers extra padding and heavier springs can be added and the wear and tear otherwise reduced in a number of ways.

Besides the regular wear, truck cushions often are damaged because the driver forgets to take a screwdriver out of a rear pocket. Holes may be worn by constant rubbing from a tobacco can or other hard object.

On learning that it could buy seat cushions designed to its own specifications, another truck company ordered cushions for the fleet rebuilt and specified a six-inch layer of foam rubber on top of the springs, which makes for the maximum of comfort, Ruffner and Lloyd said.

The Village Garage & Body Works hardly was well started in turning out these jobs before seat-cushion repairing was the subject of discussion at the regular meetings of drivers and truck personnel in the Charleston area.

Since driver comfort is an important point in employee-management relations in the trucking industry, drivers started asking for rebuilt seat cushions and management turned an open ear to a standing proposition whereby the seat-cushion rebuilding operation could go ahead continuously.

Although at first they went out to sell the truckers the seat job, now they have to stay in the shop and keep the work rolling out, Ruffner and Lloyd stated.

"Hardly a day passes but what we get a seat-cushion job from a new customer," Ruffner said, "which proves to us that our customers are talking favorably about us."

The vehicle that gets the most



Next to truck seats, the ones in station wagons usually take the worst beatings and need repairing most frequently. Most station-wagon owners, as well as truck owners, want the garage to use the best materials and do a complete job that will last a long time.

wear on cushions after trucks is the station wagon. Station-wagon seats are taken in and out and from the nature of the loads carried they usually get rough treatment.

It was but a short step to start promotion of rebuilt seat cushions for station wagons and now these jobs are coming in regularly. Most seat-cushion customers, whether truck or station-wagon owners, are prospects for the highest grade materials. They usually select tough plastics which resist wear, stain and burns. Naturally this kind of material is the most expensive. Such jobs completed with the best-wearing covering, air-foam rubber and good springs often outwear the original cushions, Ruffner and Lloyd said.

The shop also makes custom-fitted seat covers and this draws business from owners who drive the higher-priced cars, such as Buicks, Cadillacs, Packards and Chryslers—as well as the limousine owners.

To round out their service, Ruffner and Lloyd also cut and fit new tops for convertibles. This job can be done with several materials. One of their convertible-top jobs, using spun-glass material, sells for $110—a nice item but a tough job to make, they said, because this material will not stretch.

While their specialties fill the shop with business, none of their other services is neglected and constant promotion is used to acquaint the public with the fact that Ruffner and Lloyd do general repairing, glass replacement, painting, tune-ups, front-end work, wheel balancing, monthly storage and a complete service-station operation.

Ruffner and Lloyd are both left-handed and they used this fact in developing a slogan for their thriving garage. Now all advertising, whether newspaper or direct-mail, carries the line: "The Two Left-Handers Do Things Right."

It's *Big* Business!

Trucks number close to 8,000,000 or 18 per cent of the total motor vehicles in the United States.

There are 25,000 fleets of trucks in this country with more than eight trucks per fleet.

The average truck, including combinations, traveled 10,008 miles in 1948.

All trucks and combinations accounted for 18.6 per cent of all motor vehicle travel on the basis of vehicle miles.

It is estimated that 87 per cent of America's trucks are privately owned and operated, while 13 per cent are operated for hire.

Of all the world's trucks, the United States has 52 per cent and 87 per cent of these are privately owned.

More than 25,000 communities in the United States depend entirely on highways for transportation, it has been estimated.





Wrecked cars, illustrating major causes of accidents, formed one part of the parade held during the statewide safety meeting for the Alabama school superintendents.

Below: Over 350 school superintendents and car dealers heard addresses by safety experts and discussed practical methods of making roads safer for Alabama motorists.

Alabamians Teach 'Em Safety

By FRANK R. BROADWAY
Executive Vice-President, Automobile Dealers Association of Alabama, Inc.



NEW-CAR and truck dealers of Alabama sponsored on May 8 a statewide traffic safety meeting which represented the fruition of a year's work and which we believe will achieve the objectives sought.

Since driver training in the public schools has been given priority nationally as an effective means of combatting the traffic accident rate, emphasis in our state meeting was directed to encouraging an extension of such training in Alabama. At the present time, some 55 of the state's 358 accredited high schools offer this course.

The general plan was to have school superintendents come to Montgomery as guests of the automobile dealers to talk safety, and particularly driver training. This plan for the statewide traffic-safety meeting was introduced after careful study by the Committee on Safety and Public Relations of the Automobile Dealers Association of Alabama, Inc., headed by Rush Stallings of Montgomery.

Favorable response from the educational and law-enforcement forces was immediate. The association directors gave the plan their enthusiastic approval and work was begun immediately.

To facilitate attendance by school superintendents, Dr. Austin Meadows, state superintendent of education, offered to issue an official call. This eliminated the task of convincing the superintendents of the necessity of being present. Dr. Meadows also appointed a committee to work on recommended procedures for setting up driver-training courses.

Under the able leadership of President George W. Cox of Boaz and with the full cooperation of all officials and members, the as-

(Continued on page 100)

• • •

Frank R. Broadway was born at Cecil, Ala. He attended the University of Alabama and Washington College of Law, practiced law in Montgomery and became counsel for the Automobile Dealers Association of Alabama. He then worked with a number of federal and state agencies and in 1947 accepted the position he now holds.





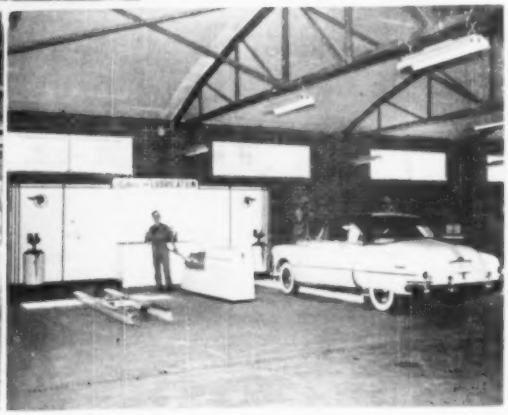


This Building Accents Service



Pontiac Master Auto Service at Augusta, Ga., really has grown up since it was opened in 1937, as a comparison of the photos above and above, left, shows. The new plant, representing an investment of $100,000, was opened recently. Lined up for a photo at the formal opening were (l. to r.): Robert L. Smith, car salesman; George Newsome, parts and accessories manager of Pontiac's Atlanta zone; Partner W. L. Schafer; L. H. Holmes, zone manager; Partner Walter Schlamp; Paul W. Hancock, zone car distributor, and Sam Norton, district manager. The service department, with foul-air exhaust system and other fine equipment, is shown in the photos below. Radiant heat was installed in the concrete flooring.







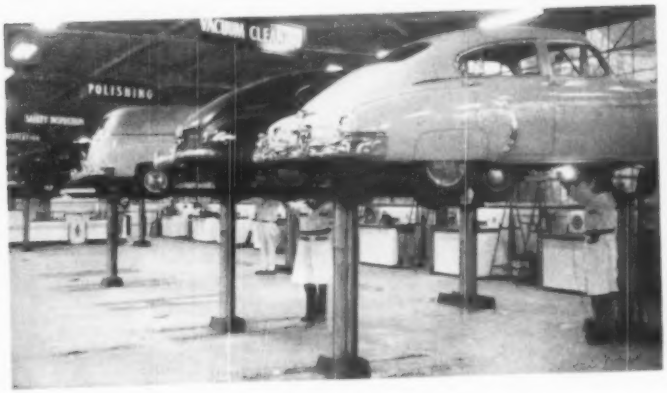
Colors Snap Up His Shop, Too

The architect's drawing above has come to life in full color at Hyattsville, Md., with the recent opening of Lustine-Nicholson Chevrolet. Designed as a show window on U. S. Highway 1, the building has bright pink walls, green terrazzo floors and combination fluorescent and spot lighting.

Part of the opening-day crowd is shown at right. Facilities of the dealership formerly were housed in the same building with President Phil Lustine's Oldsmobile agency.

The service department is a show place too, with tile walls, red concrete floor and a wide variety of modern equipment which not only pleases the customer's eye but turns out "Service that Saves and Satisfies," as the Lustine-Nicholson slogan says. Lustine now has about 100 employees, compared with five at the opening in 1923.





President Phil Lustine spends a lot of time away from this desk with customers who ask for him.





Planning Better Lighting for

Good lighting can be a tonic as powerful as that of spring. As spring brings to people new life and zest, so can good lighting bring it to a place of business.

A well-designed lighting system in a garage is comfortable to work under, puts light in the places where it is needed most, and is a profitable investment. Mechanics can work faster and easier, and workmanship becomes more efficient. What's more, good lighting can help reduce worker accidents.

These contributions of lighting were pointed out recently in an interview with E. A. Lindsay, industrial lighting engineer at General Electric's Lamp Department at Nela Park, Cleveland.

"Experience shows," Lindsay said, "that well-planned lighting promotes good housekeeping, an advantage in giving the impression of a well-managed, progressive service department.

"In addition, good lighting emphasizes the various services the garage has to offer. Customers like to spend time watching the work being done on their cars. If the garage has good, adequate lighting, they have a feeling of confidence in the worker and in the work being performed on the car."

Landsay pointed out that the fundamentals of good lighting are easy to understand. Once understood, he said, no garage owner or operator would want to miss the good effects which pave the way for the creation of genuinely desirable seeing conditions for all tasks.

The lighting requirements of the garage naturally differ from those of the office or shoe store, although they are similar in that seeing comfort and ease in performing the job are of major importance.

Combinations of portable and permanent equipment are necessary to almost every well-balanc-

Fig. 2—A continuous row of two-lamp, 40-watt fluorescent fixtures over bench and lamps between stalls light entire area adequately.

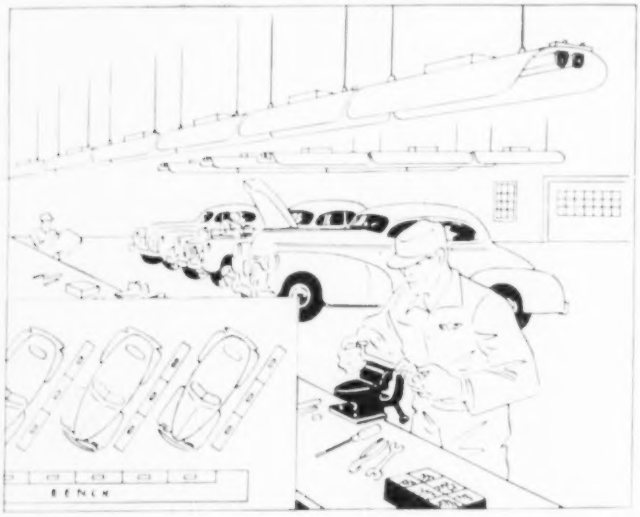


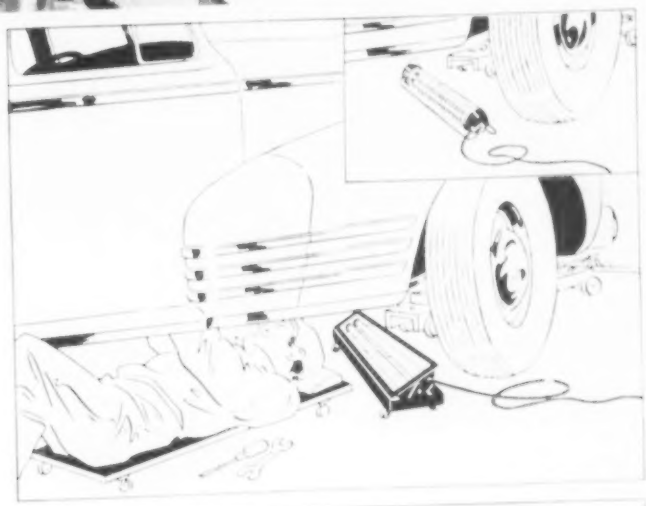


Fig. 1, opposite page: Rows of fluorescent lamps in the work area, incandescent lamps in the traffic area and light-colored walls and floors give good light in this shop.

Left: Recessed fluorescent lamps with protective glass covers and white walls speed work and simplify the maintenance of the pit.

Below: Various types of portable fixtures are available for extra light underneath the automobile.

Bottom photo: Placing a fluorescent fixture above a machine or work bench makes the job easier.





the Shop

ed garage lighting program. Whether designing a new installation or relighting an old one, systematic lighting should be specified on the basis of the use of floor space. Once this floor plan for a definite assignment of functions is settled, an effective lighting system can be designed.

If space is too limited to include provision for all functions in separate areas, the lighting plan should be flexible enough to permit more than one operation in one area.

Permanent overhead lighting, which supplies illumination of about 50 footcandles, is the basic provision in the main work area. Many garages today place lighting fixtures in between cars in parallel rows, for in so doing more light is placed under the hood.

Alternative plan may be such as the garage in Fig. 1. Here general lighting in the work area is provided by two-lamp fluorescent fixtures in continuous rows. Incandescent lamps provide somewhat less illumination in the traffic areas where the seeing tasks are less critical.

An additional row of fixtures along the work bench is highly desirable to provide greater intensity of light in this area for

(Continued on page 107)





First Baseman Bill Terry (above) looked determined when the New York Giants set out to win the 1936 World Series. He's scoring in the Buick "series" these days.

On His New "Diamond"

Bill Terry, Dealer, Is Snagging 'Em

By M. M. Wilcox
Assistant Editor

AT FIRST glance it could be the office of any successful automobile dealer. There are the comfortable leather-upholstered chairs, the glass-topped desk and the pictures and plaques on the walls. Then you notice that one of the silver plaques is the 1930 award to the baseball player of the year.

Bill Terry, famous first baseman and manager of the New York Giants who led the National League in 1930 with a .401 batting average, is now a Buick dealer in Jacksonville, Fla.

It's obvious from the moment the modern buildings of the dealership come into view that Terry and his sons who are associated with him in the business are set up to be big-league in the trade. A tour of the facilities and a few comments on the sales, customer relations and cost-control programs indicate clearly that the firm is prepared to turn in a consistently good score, not just an occasional spectacular play.

Although he acquired his present dealership from the former owner only last November, Terry is no newcomer to the automotive industry. He did sales promotion work for the Standard Oil Co. for about 19 years. During the summers he was turning in impressive batting averages and helping the Giants to do such things as winning pennants in 1933, '36 and '37. In the winters he would hit the road for Standard Oil in the South.

In 1946 Terry became a Buick dealer in Memphis, Tenn., where he had lived since 1918. He said his son, Bill, Jr., was the one who got him into the car business.

"I had retired and Bill was practicing law," Terry said. "Then one day he suggested, 'Dad, let's go into business together.'

"All three of my boys have always liked cars and I've always liked to drive a good car myself. I had been in contact with a lot of dealers during my years with Standard Oil."

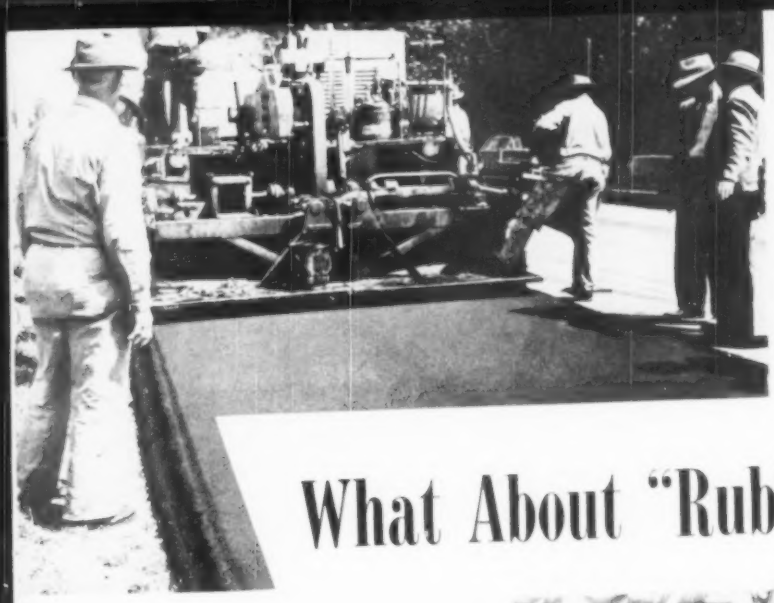
So in 1946 Terry acquired the Buick agency at Memphis and in 1949 took over the one at Jacksonville. His whole family moved with him to Jacksonville. He wouldn't have come under any other condition.

Bill, Jr., is vice-president of the firm and in charge of all sales activities. Kenn has just completed a course at the General Motors Institute with an excellent record and taken over the customer-relations program. His office is in the service department because "about 80 per cent of service customers go into any service department mad, or at least half-mad, about something," Terry commented. His son-in-law is in the sales department and a third son finishes prep school this year.

What happens when a big-league player becomes a dealer? Are there many differences in the way he operates his business?

Terry hasn't tried to capitalize on his baseball record but he is too well-known for the public to forget that he is the same Terry whose name used to headline the sports pages. The baseball theme crops up every now and then in

(*Continued on page 96*)



What's all this talk about "rubber" roads? Here an authority speaks up, giving you a clearer picture of what has been going on, especially in Virginia and Texas where experimental road strips are being tried out.

What About "Rubber" Roads?

By H. C. BUGBEE
Associate Director, Natural Rubber Bureau, Washington, D. C.

THESE days, Texans and Virginians have a new topic to pull out of their conversational bag. They'll still tell you all about Texas steers and Virginia hams. But they can now also tell you about the newest advance in highway construction—rubber roads.

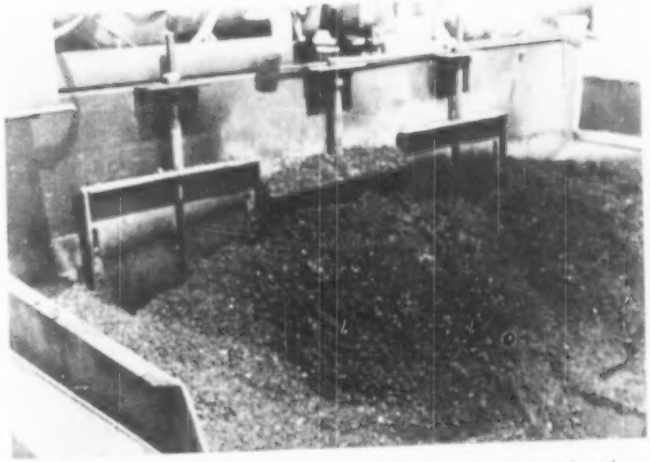
Inhabitants of Texas and Virginia come by this knowledge first-hand. Extensive tests are now being conducted there, as well as in several other states and Canada, to find out if rubber roads are all that they give promise of being.

This promise, incidentally, is terrific—both in dollars and cents and in traffic safety. If these new rubber roads deliver even part of what is hoped for them, they will be saving you millions yearly in maintenance taxes, and will put a decided crimp in the traffic accident rate.

Before going into particulars on these, though, it may be a good idea to get straightened out on just what is a rubber road.

By way of true confession, a rubber road is not a rubber road at all. That is to say, it is not composed entirely, or even mainly, of rubber. The test strips in Texas and Virginia and others that we commonly refer to as rubber roads, are actually made up of mixtures of asphalt and rubber

(Continued on page 129)



Rubber particles about the size of grains of sand are mixed with asphalt materials to produce the load shown above in a spreader. Rubber can be added in a conventional mixer like the one below.



NEWS BRIEFS of the

Kaiser Looks to the South For Larger Share of Sales

With its entry in the low-priced field, expected to begin when dealers are sampled in mid-August, Kaiser-Frazer Corp. will look to the South for a much bigger proportion of its sales, President Edgar Kaiser asserted in an interview at Atlanta last month.

"The South's income has been lower than most of the other regions, and while this situation is rapidly changing, we expect to see a big part of our production of the Henry J going into the South," the son of Henry Kaiser declared.

"As an example of the economic conditions I have found on this trip into the South (to show the '51 models), I noticed a lot more construction underway as I was coming into Atlanta than usually found in any average town—and construction means prosperity.

"Where a lot of people in the South may be thinking of buying a good used car, we hope to be able to sell them a Henry J. We want to make them conscious of the fact that they'll be able to buy a new car where they have been thinking previously of buying a used car."

In advance of this interview, the editors of SOUTHERN AUTOMOTIVE JOURNAL queried several K-F dealers about what they would like most of all to ask their president. Production schedules, they agreed, were uppermost on their minds.

Kaiser was obviously pleased when he learned this. Then he gave this quick assembly-line snapshot:

K-F expects to produce 160,000 to 180,000 units during 1950. How many of these will be the Henry J is uncertain, as production of that, the Frazer and the Kaiser will be geared closely to the public's wishes. It's likely, he said, that once the Henry J's production is begun—and that's expected by the second week in June—then approximately half of the new units will be this low-priced car and 30 to 35 per cent will be Kaisers, with the remaining 15 to 20 per cent composed of Frazers.

"We want to see first what the public wants," Kaiser said frankly. "Then the production of the



Mr. Kaiser

Henry J may run from 1,000 to 1,500 a day."

The price of this car will not be revealed until showing time in August, he said, but it will be highly competitive with Ford, Chevrolet and Plymouth. He pointed out that it would not be appropriate to give any price now which might be affected by changed conditions later.

"Pensions and steel prices are going up," he pointed out. "We're back to conversion now, and it's costing Kaiser-Frazer $200,000 a day to convert pig iron into steel."

His company is continuing to study the practicality of locating small assembly plants over the country where they would turn out 20 to 40 units a day and where dealers nearby could order a certain make and body design and color and get delivery to the customer within two to three days, Kaiser said. This would give dealers a good selling point, he asserted, as compared with a customer having to wait several weeks for exactly the car he wants. On the subject of labor, Kaiser spoke equally as directly to the point with no hesitation.

It was pointed out that his factory had experienced little difficulty with labor. That, he said, is due chiefly to two factors:

"1.—We have a reputation that when we say something, then it's what we stick by. We're extremely frank.

"2.—We don't let little molehills build themselves up into mountains. The minute that you get a labor man where he has to save face, then you have trouble. That's just another reason why we feel that if we had small assembly plants all over the country, then Tom would know Bill and you would have a lots less chance of labor trouble. They'd just get together on their differences."

On the broad subject of automotive labor, he asserted:

"We've got to stop what's been going on in Detroit. We're not smarter than General Motors, Chrysler or Ford, but we've got to find a better way of handling labor."

Lempco Products Appoints Kreeger and Burdette

M. W. KREEGER, formerly service manager of Lempco Products, Inc., has been advanced to vice-president and general manager of Lempco Automotive, a subsidiary. He will direct both selling and manufacturing operations of the company.

Appointment of C. D. Burdette as advertising manager was also announced by A. B. Harding, vice-president of Lempco Products, during the past month.

AUTOMOTIVE INDUSTRY

North Carolinians Request Motor-Vehicle Inspection

RESOLUTIONS asking manufacturers and others to help prevent the bootlegging of new automobiles to used-car lots and calling on the North Carolina Legislature to pass a workable motor - vehicle - inspection law were adopted by the North Carolina Automobile Dealers Association at its annual convention at the Carolina Hotel, Pinehurst, N. C., May 14-16.

Efforts of the association to protect dealers from bootlegging during the past year were outlined by M. Brack Wilson of Smithfield, retiring president.

"For the past few months new-car sales by these unauthorized dealers have diminished," he said, "but let us not be deceived. A major factory was on strike for 99 days and our brothers to the north of us have been able to do the job assigned to them at a reasonable profit. When the going gets a little tough for them, an easy dollar from a used-car dealer will unload his job on us again. We must continue to be alert to this problem and help correct it whenever possible."

Pointing out that the past session of the legislature had discarded an inspection law which had been attacked widely as unworkable, the association called for an inspection law to help halt the increasing death and injury tolls on the highways.

"Shop, Lot and Showroom," a panel discussion by members with B. L. Hafer of Newton as moderator, drew favorable comment. Participants were: John M. Tiller of Durham, who spoke on "Expense Control"; Rex G. Powell of Fuquay Springs, on "Truck Merchandising"; Jack Steele of Raleigh on "Maintaining Service Customers," and T. A. Williams of Greensboro, on "Meeting Competition from the New-Used Car Dealer."

T. A. Williams of Greensboro, vice-president during the past year, was elected president.

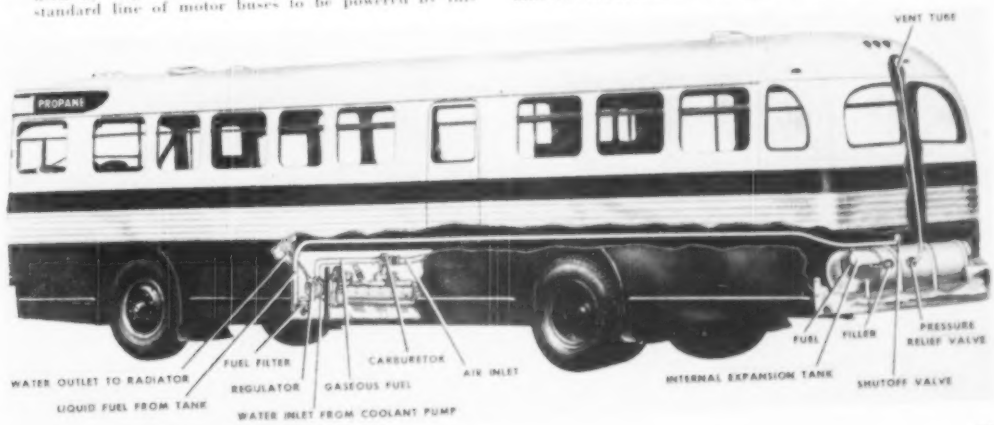
Other officers include: R. E. "Jack" Steele of Raleigh, vice-president; Clyde H. Harris of Salisbury, secretary, and E. B. Gamble of High Point, treasurer. Mrs. Bessie B. Ballentine is the executive secretary of the association.

"Selling is back in style in the automotive industry," Fred Haller of Washington, D. C., president of the National Automobile Dealers Association, told the convention. "It must never become a lost art.

"When price cuts and over-allowances are used in place of aggressive salesmanship which stresses product, service and integrity of dealership, the stability of our business is being undermined for years to come," he declared.

Other speakers include: J. Saxton Lloyd, Buick-Cadillac dealer of Daytona Beach, Fla.; Ralph Lee, Public Relations Department of General Motors Corp.; Karl Richards, manager of field services department of the Automobile Manufacturers Association, and E. G. Shaw, commissioner of revenue of North Carolina.

Here is a cutaway view of the propane fuel system used by Fageol Twin Coaches, said to be the first standard line of motor buses to be powered by this 125-octane fuel. A 50 per cent increase in time between engine overhauls and savings up to two cents a mile on fuel are claimed by the maker, Twin Coach Co.





"Old" employees of Lustine-Nicholson Chevrolet at Hyattsville, Md., weren't forgotten when the firm moved into its new building. This plaque, signed by President Phil Lustine and flanked by these baskets of flowers, reminded all visitors to the opening of the importance of the employees. Other pictures of the opening appear on page 71.

Looking Ahead

Sept. 9-11—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach, S. C.

Sept. 22-23 — Fall session of Southwestern Automotive Wholesalers Association, Kansas City.

Oct. 8-10—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 8-10—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.

Oct. 15-17—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.

Oct. 15-17—Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis.

Oct. 22-24—Annual convention of Florida Automobile Dealers Association, Palm Beach Biltmore Hotel, Palm Beach, Fla.

Oct. 22-24—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.

Dec. 1-2—Annual convention of National Standard Parts Association, Chicago, Ill.

Dec. 1-2—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago, Ill.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami, Fla.

April 25-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

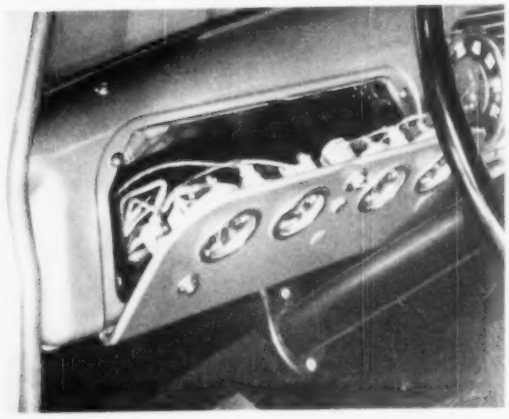
May 17-20, 1951—Southeast Automotive Show, Birmingham, Ala.

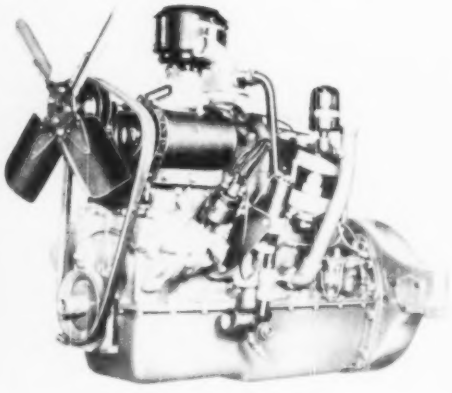
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Packard Names Kansas Manager

H. J. Hoffman is now zone manager at Kansas City for Packard Motor Car Co. He succeeds F. W. Gareiss, now at Detroit.

Two features of Federal Motor Truck Co.'s "Style Liner" series are shown here. At left is the instrument panel with a hinged face which swings down at the touch of a push-button to give accessibility to electrically-operated gauges. At right is one of the four engines offered in the line of light-duty and medium-duty models. Engine features include full-pressure lubrication and vibration dampers for the larger engines in the line. All engines have tocco-hardened counterweighted and balanced crankshafts.





This New Dress Is Easy on the Eyes!

With the well-rounded look setting the pace for women's fashions and with men adopting the "bold" look, the staff decided that SAJ should have a new "dress" too. This month's issue is all decked out in our new body type for both the features and news sections.

Fortunately this type combines both fashion trends—it's rounder and bolder, the printer's term for type that is heavier and blacker. Just like the new summer fashions, it's easier on the eyes because of these qualities.

Because it is larger and easier to read, the type takes up about ten per cent more space than the type formerly used. But there is always plenty of room for comments from our readers and news of their activities, as you can find out by mailing them in any time.

We hope that you will approve of the investment in SAJ's new wardrobe and that it will add to your reading pleasure.



These men were elected last month to guide the Arkansas Automobile Dealers Association (l. to r.): Front row, President F. O. Rice of Pine Bluff and Link Lewis, secretary-manager; back row, W. E. Bale, Little Rock, treasurer, and Roland Hughes, Jonesboro, vice-president.

High Taxes and Production Set the Pace for Arkansans

High taxes, unbalanced car production and territorial security received most of the attention of the Arkansas Automobile Dealers Association at the 16th annual convention in Little Rock last month.

"Over-production of special passenger-automobile models, such as convertibles, station wagons and suburbans" was attacked in one of the resolutions adopted. Many areas have an over-supply of trucks and the special automobiles because of over-production, unfair methods of distribution and selling pressure of manufacturers representatives, the dealer organization said.

Troubled by the elimination of territorial-security clauses in dealer contracts with some factories, the dealers requested the National Automobile Dealers Association to ask for an official statement from the Department of Justice to the effect that manufacturers will not be prosecuted if they restore territorial protection clauses in their contracts.

Another resolution asked Arkansas representatives and senators in Congress to "work aggressively for the repeal or substantial reduction in the onerous excise taxes now levied on automobiles and trucks," pointing out that similar taxes were reduced after World War I but have not been cut after World War II.

The dealers thanked the legislature for passing the motor-vehicle-title law and State Revenue

(Continued on page 151)

Although he's not wearing a mortarboard, it's graduation time for Charles L. Jackson (right) of Wichita, Kan., just the same. Here he receives his diploma from W. E. Fish, general sales manager for Chevrolet Motor Division, at the end of the 26th session of the Chevrolet School of Modern Management. Looking on is Paul A. Skinner, partner in the Hobbs-Skinner Chevrolet Co. of Wichita, who sponsored Jackson and who was graduated at the school's 12th session.





Southern JOBBERS AND FACTORY MEN

GOYA
555

GOYA Means Rising Sales

A contest idea developed by an Arkansas firm produces sustained high volume from its countermen and its outside salesmen.

This lapel pin for 555 salesmen helps promote the GOYA contest.

IN ITS "GOYA" contest, 555, Inc., at Little Rock, Ark., has the answer to the automotive wholesalers who say, "I'd like to have a contest—but."

"But a short contest is aways followed by a slump." *The GOYA contest for salesmen and countermen began March 1 and will run for the remainder of the year.*

"But the men lose interest in a long contest." *Monthly prizes in addition to the grand prizes at the end of the contest keep the GOYA contest rolling along without any slow-downs or stops.*

"But the men concentrate on a few contest lines and neglect all our other lines." *Under the GOYA plan each outside salesman has a dollars-and-cents quota on 16 lines and each counterman has a daily quota of 25 sales tickets.*

"But it's hard to work out a contest that is adaptable to different employees in my organization." *The GOYA plan is used not only for countermen and outside salesmen but also for the firm's appliance dealers' salesmen, with few changes.*

The theme of the contest is explained in a cartoon-type poster distributed to all participants.

"The poster is designed to picture the salesman as he is today," said William F. "Bill" Shipp, Jr., vice-president and general manager. "He has followed the allotment and no-resistance road to the point where he has reached the customer-resistance river. The road on the other side of the river is uphill and rocky, but such things as success and independence are at the end of the road. We show '555' adding a little sunshine to the scene with such items as sales training, known merchandise, dealer helps, etc.

Program Prods Salesmen

"The salesman naturally is going to have to have to get off his 'animal' if he wants to get into the boat and cross the river, so we developed the slogan 'GOYA' to try to prod the fellows along.

"In the contest for parts salesmen and countermen we compensate each monthly winner for individual performance. Each outside salesman is assigned a quota in dollars and cents on our 16 major lines. We require a salesman to make 80 per cent of his quota to qualify. After a salesman has qualified, we issue one ticket for each ten per cent over 80 per cent of quota on each individual line.

"We find that the man doing the best balanced selling job accumulates the most tickets and he is the winner for the month.

"Instead of trips, we are using a prize book for the monthly winners. A man is entitled to order merchandise valued at 8,000 points, which is about $80 at wholesale price.

"For our countermen we have set a quota of 25 customers per day, to be waited on and sales tickets written. Any salesman not writing 25 sales tickets does not qualify. For 25 tickets we issue one GOYA ticket and an additional ticket for each five sales tickets written over the 25.

"We have found this is an effective means of getting the customers waited on when they come into the store and has eliminated a lot of the conversation about the ball game and a lot of other things while there are customers in the store.

"The monthly prizes for individual performance are the same as the prizes awarded the outside salesmen."

In addition to the monthly prizes which are awarded for individual performance, at the end of the year four grand prizes, including a Chevrolet or Nash sedan, a $350 range, a $250 automatic washer and a $200 home freezer, will be awarded.

The ease with which the idea can be adapted for the salesmen of a firm's accounts is illustrated

by the GOYA contest for salesmen of 555's appliance dealers.

"First, each appliance dealer's salesman who wishes to participate in the contest is registered with the company," said Shipp. "We in turn issue tickets to the dealers and one ticket is awarded each salesman for each $100 unit sale.

"On major appliances, we will use as an example a washing machine that sells at $189.50. Should the salesman sell this machine, he would be entitled to one ticket. However, if he sold a better model for $210, he would be entitled to two tickets. We are trying to encourage the salesmen to sell the better merchandise.

"Tickets have a space provided to show the make and model of the unit sold and the price. They must be approved by the dealer before being sent to us. The tickets are accumulated and a drawing is made each month. The lucky person wins a trip to Havana, Washington, the Kentucky Derby, the World Series or some other place or event of interest.

"All tickets remain in the box from month to month and everybody has a chance at the grand prize—a Chevrolet sedan. The salesmen with the most tickets have the best chance to win both the monthly and the grand prizes.

"The appliance contest began February 1 and will run throughout the year."

The GOYA contest is not the answer to all the problems of wholesalers. But it does make travel faster and more pleasant on the hard-work road that leads to success for the salesman and his company.

Baltimore Wholesalers Are Moving Ahead

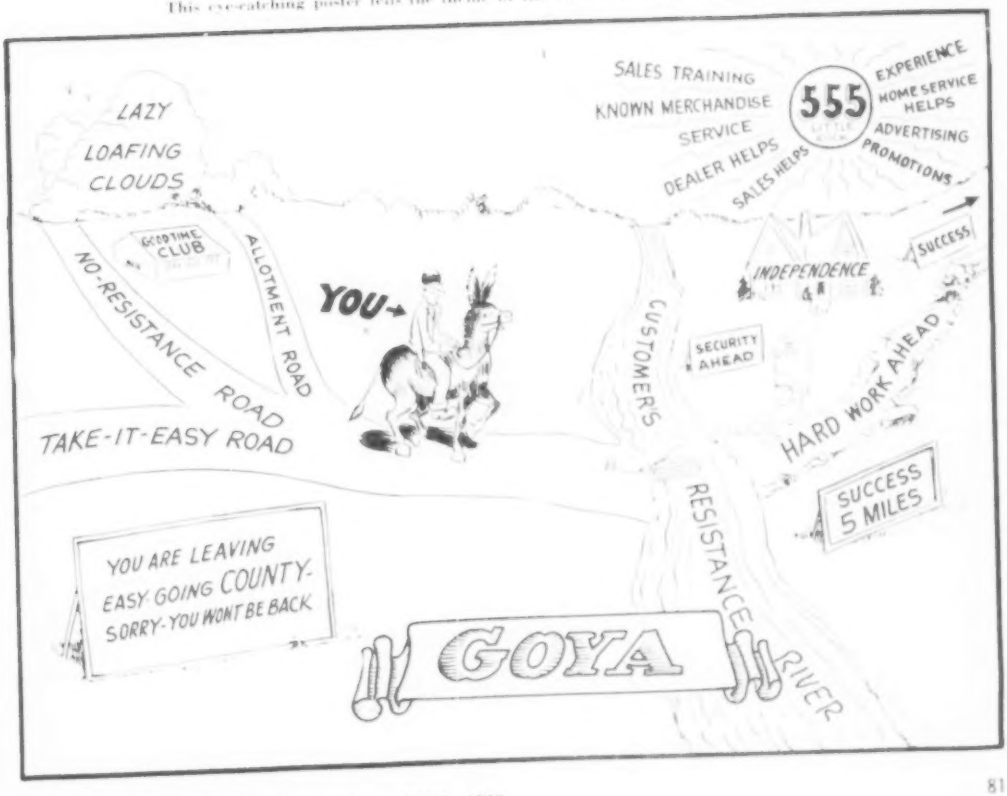
"THE Baltimore Automotive Wholesalers Association is now enjoying its most successful year," Director Earle I. Bond reported last month. "The monthly dinner meetings have been well attended and most interesting," he said.

"Among the prominent men in our business who have spoken to us are: Walter Kirkpatrick, advertising director of Wilkening Manufacturing Co. and former president of the Automotive Advertisers Council; Harold Halfpenny, attorney for NSPA; Frank Stewart, former president of MEWA from Washington, D. C., and Harry Wainwright, executive secretary of the Maryland Retail Petroleum Dealers Association," he reported.

George Hahn of Cord Equipment Co. is president of the association. George Wareheim of George Wareheim Co. is vice-president, William Smith of Baltimore Gas Light, secretary, and Sol Glass of Ancorp Automotive, treasurer.

Directors in addition to Bond include Oliver Trone of Roper Neagley Co., Russell Lasck of R. J. Lasck Co., N. Kaiser of General Machinery & Equipment Co. and Meyer Chernock of Service Parts Co. Bond is with B-B Auto Supply Co.

This eye-catching poster tells the theme of the contest to customers of 555, Inc.



Buddy Garrett Has Stay In Dallas Hospital

T. C. "BUDDY" Garrett, president of the Automotive Wholesalers of Texas and head of the automotive department of The Schoellkopf Co. of Dallas, has been confined to the hospital because of a major operation on his back.

He will be in a cast and confined to his home for a number of weeks before recovery is complete.

Auto Specialty Buys Compton

The Auto Specialty Co. of Danville and South Boston, Va., recently bought Compton Auto Parts, Martinsville, Va. This business also will operate under the name of Auto Specialty Co. Owners A. Y. "Pete" Gourley and H. E. "Mike" Allen, Jr., announced.

Gill and Ryles Buy Company

G. H. Gill and Harry Ryles, formerly with the J. C. Hamilton organization, have bought Baylor-Albin Co., Wewoka, Okla., and moved it to 116 West 2nd St. Baylor is moving to Colorado to help the health of his wife.

Grey-Rock Selects Lockwood

Frederic R. Lockwood has been appointed district representative for the Grey-Rock Division of Raybestos-Manhattan, Inc., in the North and South Carolina territory.

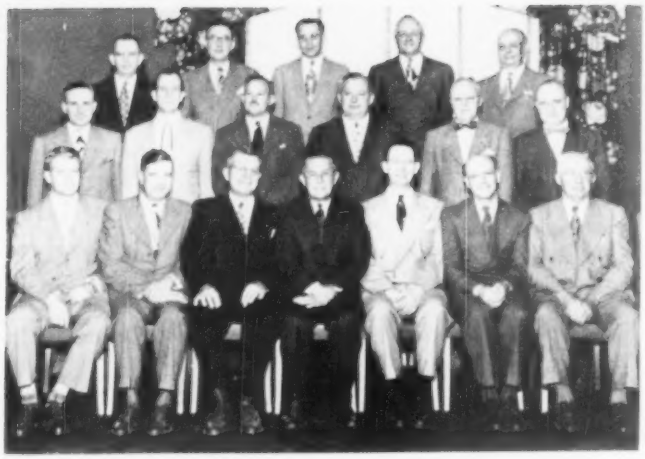
"Cal" Williams, formerly with **Durtex Co.**, has joined **Paul Lashley Supply Co.**, Shreveport, La., as a salesman in the Dallas territory. "He is doing a bang-up job," commented Manager **P. D. Bayliss**.

* * *

"Within the next 60 to 90 days the Hope, Batesville and Magnolia, Ark., branches of the **Crow-Burlingame Co. Unit** of **Ozburn-Crow & Yantis Co.** will move into larger quarters, thus enabling us to better serve our customers," **K. V. Browne** reported.

* * *

"We recently added **Perfect Circle** rings, **Maremont** mufflers and springs, **Smithy's** mufflers and **Bearings Company of America** to our lines," Manager **C. W. Lancaster** of **Plant City Auto Supply**, Plant City, Fla., reported.



Officers and directors of MEWA for the coming year are (l. to r.): Front row, A. S. Hatcher, Jr., Macon, Ga.; H. B. Braden, Dallas, Texas; Noble Davis, Henderson, Texas; J. M. McClure, Minneapolis, Minn.; W. T. Ruddell, Indianapolis, Ind.; R. W. Mellor, Providence, R. I., and Erle Henderson, Sacramento, Calif.; middle row, W. D. Craig, Fairmont, W. Va.; William D. Myers, Joplin, Mo.; Harold E. Pirson, North Tonawanda, N. Y.; George E. Hull, Baltimore, Md.; Ray Graff, Sioux Falls, S. D., and Harold U. Zerbe, Reading, Pa.; top row, Floyd C. McLean, Laurinburg, N. C.; President J. C. Parker, Mobile, Ala.; H. W. Hart, Columbia, Miss.; Edward M. Kelly, Red Bank, N. J., and A. Z. Heller, Dayton, Ohio.

Parker of Mobile Becomes New President of MEWA

Editor's note: A biographical sketch of James C. Parker appears on page 142.

JAMES C. Parker, president of Motor Parts & Supply Co., Inc., Mobile, Ala., was elected president of Motor and Equipment Wholesalers Association at the annual board meeting last month. He succeeds John M. McClure, Minneapolis Iron Store, Minneapolis, Minn.

Harold E. Pirson of North Tonawanda, N. Y., succeeded Parker as vice-president. Floyd C. McLean, president of McLean Auto Supply Co., Laurinburg, N. C., succeeded William D. Myers, Myers Motor Supply Co., Joplin, Mo., as secretary. Raymond W. Mellor, Providence, R. I., was named treasurer, succeeding George E. Hull of Parks & Hull Automotive Corp., Baltimore, Md.

Six directors were elected: Hubert Braden, American Gear & Parts Co., Dallas, Texas; W. D. Craig, Craig Motor Service Co., Inc., Fairmont, W. Va.; H. W. Hart, Hart Supply Co., Columbia, Miss.; A. S. Hatcher, Jr., A. S. Hatcher Co., Macon, Ga.; Ray Graff, Sioux Falls, S. D., and S. B. Millen, Montreal, Quebec, Canada.

The board voted to conduct a conference-booth convention the latter part of 1951 similar to those held last year and during the war. The convention is scheduled at the Stevens Hotel, Chicago, Dec. 3-5, 1951. This year's convention will be held at the Stevens Dec. 1-2.

"The MEWA is agreeable to holding the next following Automotive Service Industries Show in 1952 and 1954," a statement from the board said. "MEWA does not have any present intention to conduct any kind of national or regional display shows, and it does not now contemplate holding any conference-booth conventions in years in which ASI Shows are held.

"But the MEWA board is not in a position to agree that the association will not conduct conference-booth conventions in off ASI Show years. It feels that it should not commit the association to a given course of action in such an important matter, because econo-

mic conditions are changing so rapidly that what may be deemed sound policy at one time may not be so considered at another.

"It believes that the association should keep itself free to act in the best interests of wholesalers and their suppliers as its judgment seems best at any time without prior understandings, agreements or commitments that might be misinterpreted and thus lead to undesirable relations between interested associations."

Four Texans Organize Wholesaling Firm

GREATER Dallas Automotive Co. was recently opened at 4155 McKinney, Dallas, Texas, by four automotive veterans who had worked for dealers and jobbers in that area.

Cotton Marder, Ed Marder, Curtis Duty and Nelson Thornton are associated in the firm, which will carry a complete line of parts, supplies and equipment.

George V. Gilbert Buys Range Auto Parts

GEORGE V. Gilbert, president of Piedmont Auto Exchange at Charlotte, N. C., bought last month Range Auto Parts, Inc., Johnson City, Tenn., bringing to 15 the stores with which he is connected. The stores are in the Carolinas.

The officers of Range Auto Parts, Inc., are now Gilbert, president; Raymond M. Long, vice-president and general manager; Henry L. Mills, secretary; Paul C. Walser, treasurer. Directors are these officers and the following: P. J. Buckley, Iris Long and Ralph Fuller.

Southeast Show Meeting Draws Big Registration

THE Southeast Show Conference held last month at Atlanta's Biltmore Hotel far exceeded the expectations of the officials in charge.

Jobbers and factory men came in far larger numbers than had been anticipated on the basis of reservations. Approximately 150 jobber organizations were represented and by 2 p.m. on the first day of the two-day meeting, 342 persons had registered.

The opening principal speaker, Ira Saks, president of Accurate Parts Mfg. Co., Cleveland, Ohio, discussed the "Motor Car Manufacturers' Rebate Program" and asserted that he saw no great danger to the jobbers' volume threatened by it. He, like several succeeding speakers, stressed the need for a real selling job from the manufacturer level right on down.

H. B. Trushow of Richmond Auto Parts Co., Richmond, Va., speaking on the "Squeeze on Jobber Profits," declared:

"I contend that as long as we have to do a retail business at wholesale prices with a small-unit sale and give retail service, we must have something better than a wholesaler's margin of 18 to 24 per cent."

Robert G. Patterson, executive vice-president of the Automotive Engine Rebuilders Association, discussing "How to Make Money on Your Machine Shop," said:

"When direct labor and supervision represent more than 50 per cent of labor sales, the shop is not making a profit. This is the answer I have gotten from dozens of distributors from coast to coast and from the Gulf to Hudson's Bay.

"I might add that I have recently talked to several operators who told me they now have direct labor down to from 36 to 42 per cent of labor sales and many fall in the bracket of 42 to 50 per cent. Also let me repeat that it is my firm conviction that too many operations are non-profitable by applying the simple formula of ratio of direct-labor costs to labor sales."

J. L. "Jack" Wiggins, executive vice-president, and Harold T. Halfpenny, legal counsel, of National Standard Parts Association, took up the new wage and hour regulations, followed by a period in which they answered many queries from the floor.

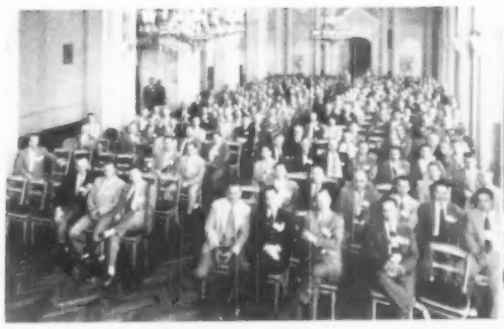
Charles S. Rogers, general manager of P & D Mfg. Co., Inc., Long Island City, N. Y., spoke on "Wholesale Merchandising" at the conference.

"I think that today we have the greatest chance of getting the greatest share of the automotive aftermarket that we have ever had," he said. He declared that "there are going to be a lot of casualties in this business in the next one or two years," and described them as the manufacturers who cannot produce competitively and the wholesalers who do not make it easy for people to buy.

Rogers said:

(Continued on page 140)

The afternoon session of the Southeast Show Conference.



The Southeast Show Conference banquet.



SERVICE AND MAINTENANCE



Summer Conditioning

What are the seven types of inspection every car should receive for trouble-free motoring in hot weather? Here is a detailed outline.



By E. M. Lowery
Technical Editor

SUMMER conditioning is "preventive maintenance" and, as any service salesman knows, P. M. is hard to sell. Like the proverbial roof, the owner never thinks of repairing it until it leaks. By the same token, a great many drivers wait until some unit fails before giving it any attention. Others think a chassis lubrication constitutes a general inspection service of the car.

The boys in the reception area are in a tough spot. If they call the owner's attention to items which need attention before a complete failure results, they are accused of "over-selling." However, if the unit fails, they are blamed because the job had just been in the shop, regardless of what work had been specified.

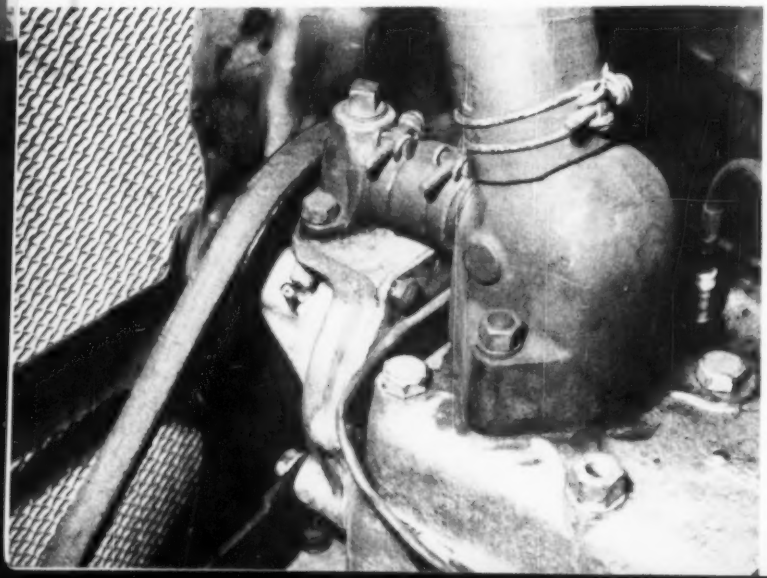
What would you do? I would make a close inspection of every car that comes into the shop and give the owner a written recommendation of all items needing attention. Keep a carbon copy, "just in case." If you offer it and they buy it, they will thank you for trouble-free motoring. If you offer it and they don't buy it, they can't blame road failures on you. But if you don't offer it and a failure occurs, your shop is on their back list. *So let's offer it.*

We've just had a national "check accidents" campaign, pointing out the necessity of properly-operating lights, steering, horns, brakes and windshield wipers. Yet we still see them on the highway at night with only one headlamp burning, lights that are not correctly aimed and brakes that slide one wheel at the slightest application. Maybe these owners were advised of these conditions. If so, we did our part. But let's *keep* doing our part.

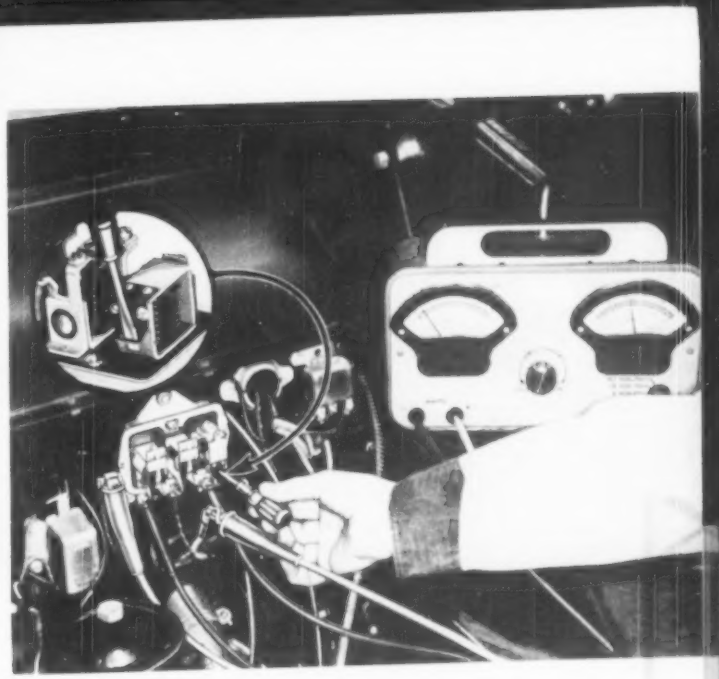
We are listing some of the units which are most likely to give trouble in summer due to the extreme heat:

A—Cooling system.
B—Brakes.

Check all units of the cooling system.







Above: Grease and brake lining won't mix. Watch the grease seals. Right: Check all units of regulator to protect battery.

C.—Electrical system.
D.—Engine.
E.—Lubrication.
F.—Steering and tires.
G.—Oil and grease seals.
Recommended services:

Cooling System

The heat-indicator needle has a habit of suddenly reaching the danger point with the advent of summer. To prevent this, we should:

Drain and reverse-flush the entire system. (In older jobs, we should remove the radiator and boil it out. Also, clean the engine water jacket.)

Check operation of the thermostat. Examine condition of all radiator hose and fan belt.

Check water pump for proper operation.

After service has been completed, add rust inhibitor and refill with clean water.

Brakes

Brakes which have operated normally during cold weather may suddenly act up the first hot day. Examine all brake hose, master and wheel cylinders for leakage, front and rear grease seals, lining for wear and any sign of grease or brake-fluid saturation. If all is okay, adjust both parking and foot brakes properly.

Electrical System

Hot weather is when the battery may be subjected to excessively high temperatures. Check the charging rate and adjust voltage regulator to factory limits for summer (a fraction or so off may ruin a battery).

Adjust hold-down bolts.

Clean generator commutator and examine brushes.

Clean starter commutator and examine brushes.

Check starter current draw when under load.

Check all lamps. Aim head lamps. Tighten all electrical connections.

Test horns. Test operation of windshield wiper (if electrical) and replace defective blades.

Engine

Clean spark plugs and adjust gap.

Check compression.

Clean or replace ignition points and adjust cam angle.

Check operation of spark advance. Set timing in relation to fuel used.

Remove, disassemble and clean carburetor.

Check operation of manifold heat control valve. Tighten all manifold bolts and nuts.

Clean all gas lines and screens. Service air cleaners.

Adjust valve tappets.

Tighten cylinder-head bolts and nuts to proper torsion.

Lubrication

Summer really makes the old grease run. Examine all oil and grease seals for signs of leaks. Engines, transmissions, differential and brakes may be ruined by the failure of one of these seals.

Give the vehicle a complete lubrication covering all units as follows:

Remove valve cover plates and clean valve chambers.

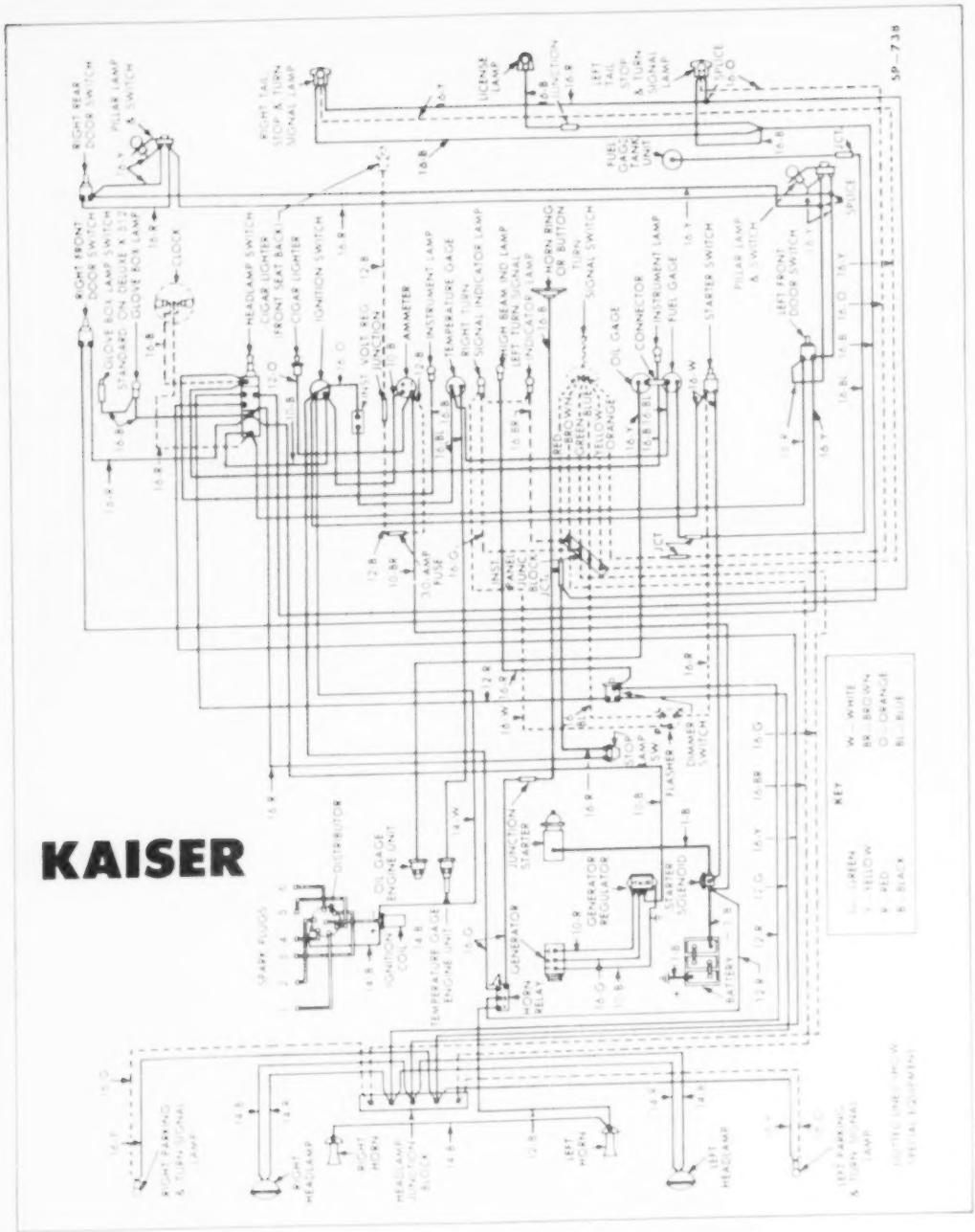
Flush crankcase and clean outside of oil pan.

Change oil filter cartridge if not recently changed.

(Continued on page 116)

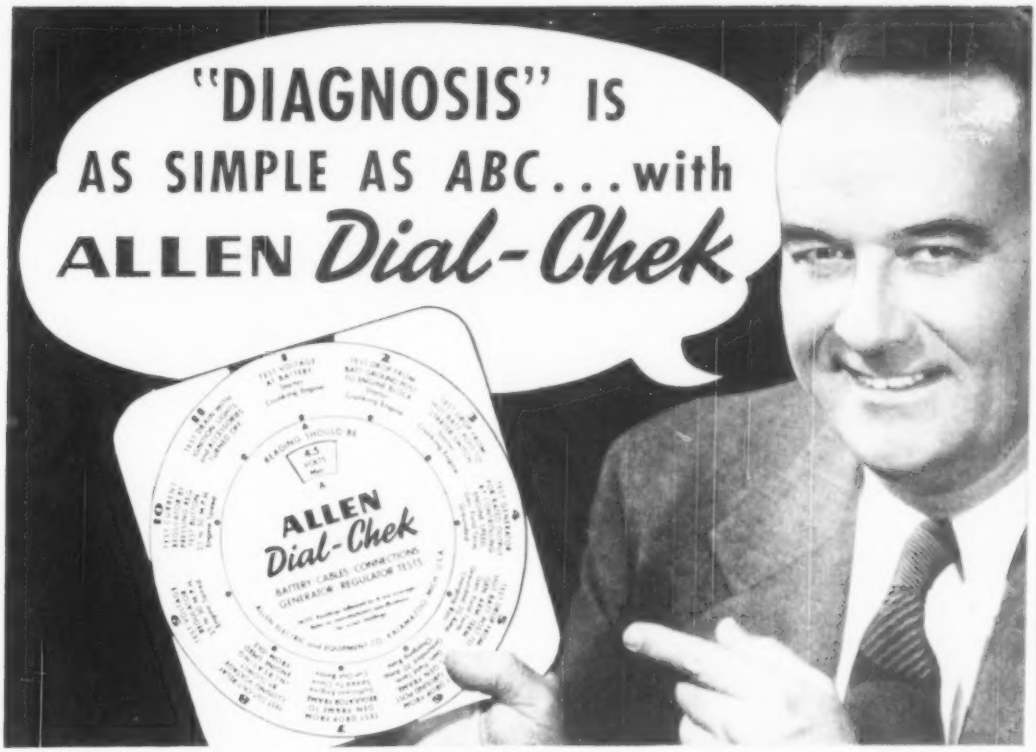
July Issue: Speedometers

Been having much trouble with speedometers lately? Next month Technical Editor Lowery will go into the details of servicing passenger-car speedometers.



WIRING DIAGRAM FOR 1951 KAISER

"DIAGNOSIS" IS AS SIMPLE AS ABC . . . with ALLEN *Dial-Chek*



A REVOLUTIONARY NEW METHOD OF *Simplified* ENGINE AND ELECTRICAL ANALYSIS



Dial-Chek—A diagnosis and correction method your customers will understand and appreciate!

Allen has taken the needless "mystery" out of diagnosis (trouble location) and correction! The Allen Dial-Chek method is amazingly simple to use, and sure in results . . . with Dial-Chek a profitable Diagnosis Department can operate with a minimum of equipment. Here is the answer to faster and better service, happier customers and more profits.

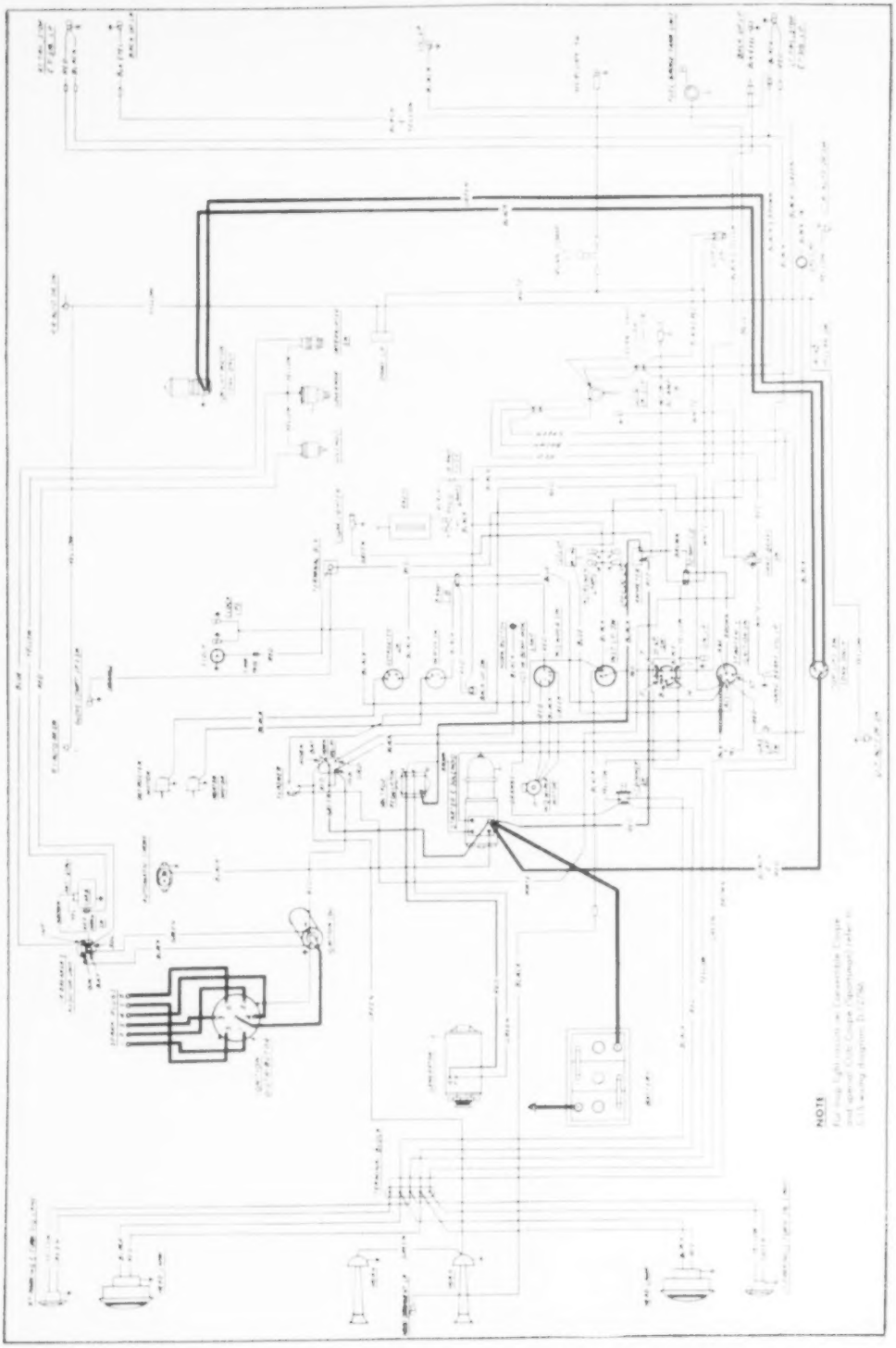
WHAT *Dial-Chek* IS: An entirely new method of "sectionalized" diagnosis and tune-up . . . what the customer says becomes the "key" which enables the mechanic to quickly classify the specific diagnosis required . . . the Dial illustrated at the left is then his guide to tests necessary to locate the trouble. It is so simple almost anyone can use it!

WHAT *Dial-Chek* DOES: In a simple, easy to read and easy to understand method, it guides the mechanic through 11 necessary tests . . . he is shown the wiring diagram for each test, the correct reading, and possible location of the trouble.

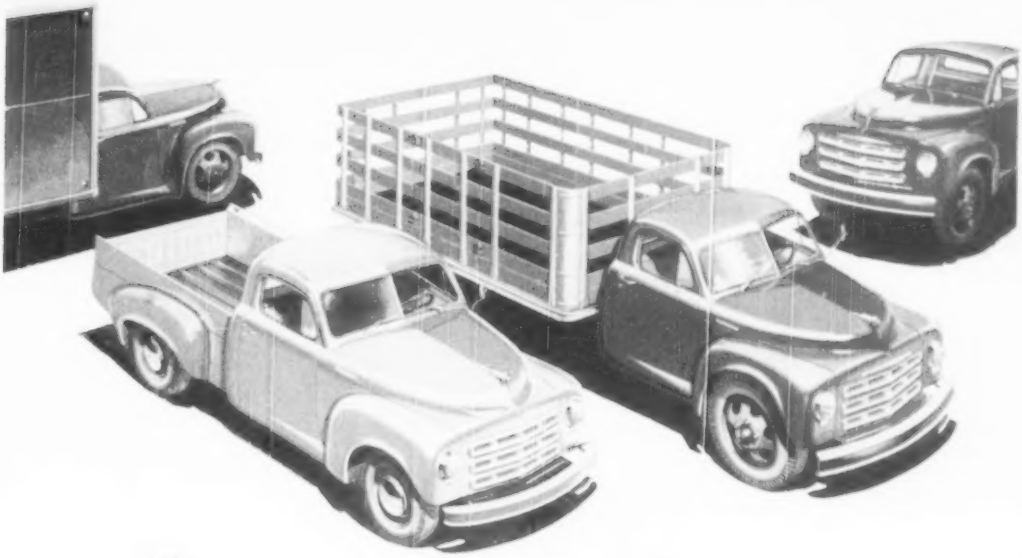
"DIAL YOUR WAY TO BETTER SERVICE . . . MORE PROFITS" Write today for complete information on the ALLEN DIAL-CHEK



ALLEN ELECTRIC and EQUIPMENT CO.
2941
KALAMAZOO, MICHIGAN



WIRING DIAGRAM FOR 1950 DE SOTO



In trucks as well as cars...

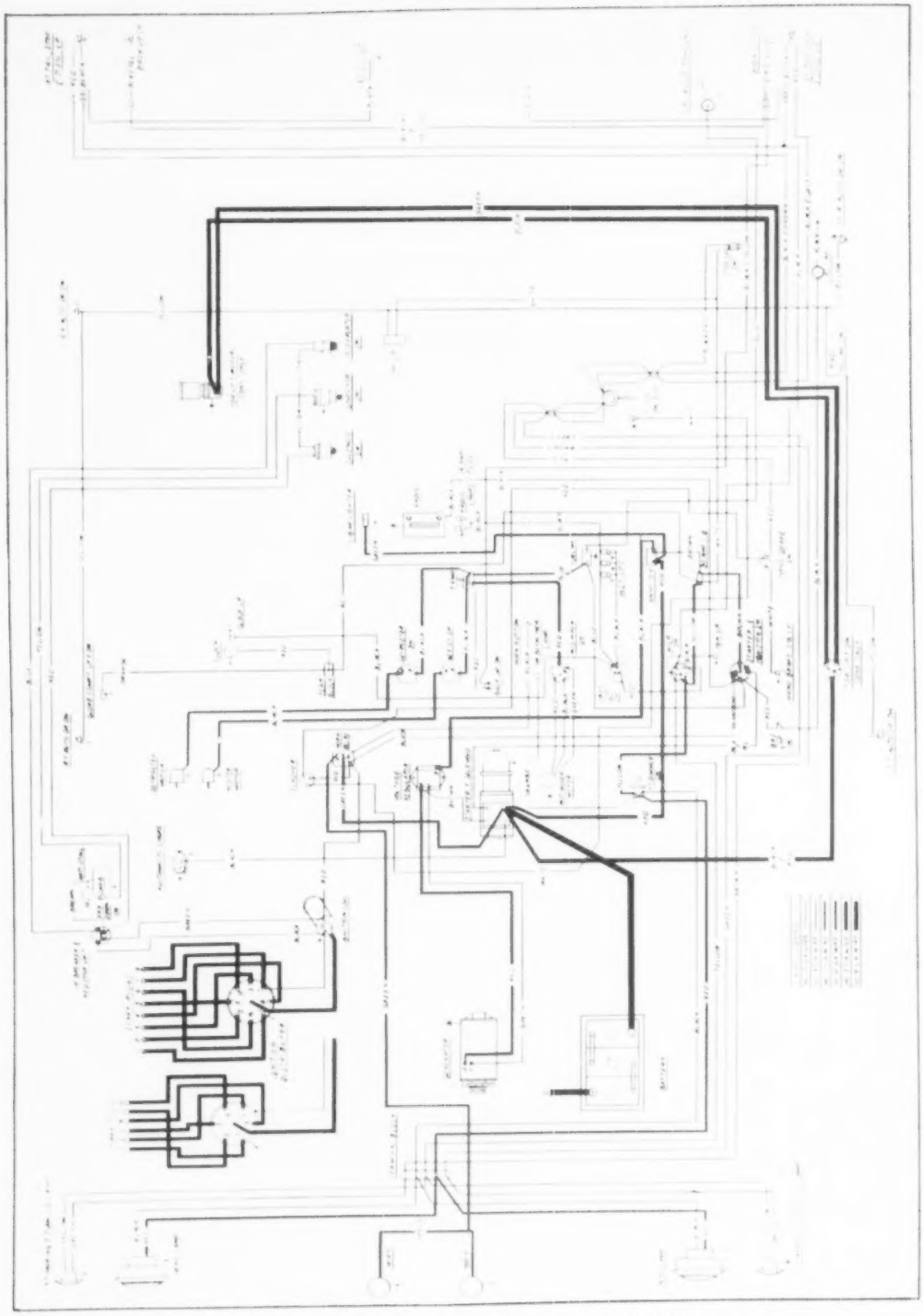
BUSINESS IS BOOMING FOR STUDEBAKER DEALERS!

Studebaker dealers have a full line of tremendously popular trucks from ½ ton to 2 ton capacity!

Studebaker dealers enjoy new profit opportunities from truck service and truck accessories!

Studebaker trucks are selling sensationally because they are cutting hauling costs sensationally!

Studebaker's really rolling!



WIRING DIAGRAM FOR 1950 CHRYSLER

You can get NEW LIFE for your Re-Ring Jobs from Koppers K-Spun!

Amazing K-Spun Twice as Strong as Ordinary Metal... 50% More Spring... Four Times Greater Resistance to Combustion Shock . . . because of unique centrifugal casting process... and it's GUARANTEED AGAINST BREAKAGE FOR LIFE OF ENGINE!



That's right! The amazing performance of Koppers K Spun Piston Rings helps you do better rering jobs, build satisfied customers, make bigger profits! And the NEW LIFE in Koppers' 1950 K-Spun advertising sells YOU as well as piston rings—boosts your *know-how* to millions of motorists—boosts your reputation for fine, economical service!

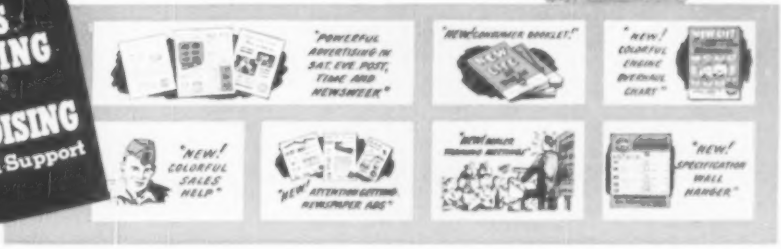
So, for greater consumer recognition, more business and profits, order Koppers K-Spun Rings from your Koppers American Hammered Jobber today! Engineered sets for *all* makes of cars and trucks.

GET IT FROM YOUR JOBBER

There is profit, too, in piston resizing. Your Koppers jobber has exclusive, patented KOETHERIZING which expands a set of pistons in less than five minutes —with permanent precision— for less than a dollar per piston!

KOPPERS COMPANY, INC.,
PISTON RING DEPT.,
Baltimore 3, Md.

AMERICAN HAMMERED
KOPPERS
K-Spun
PISTON RINGS



CURRENT PASSENGER-CAR SPECIFICATIONS
Engine and Equipment

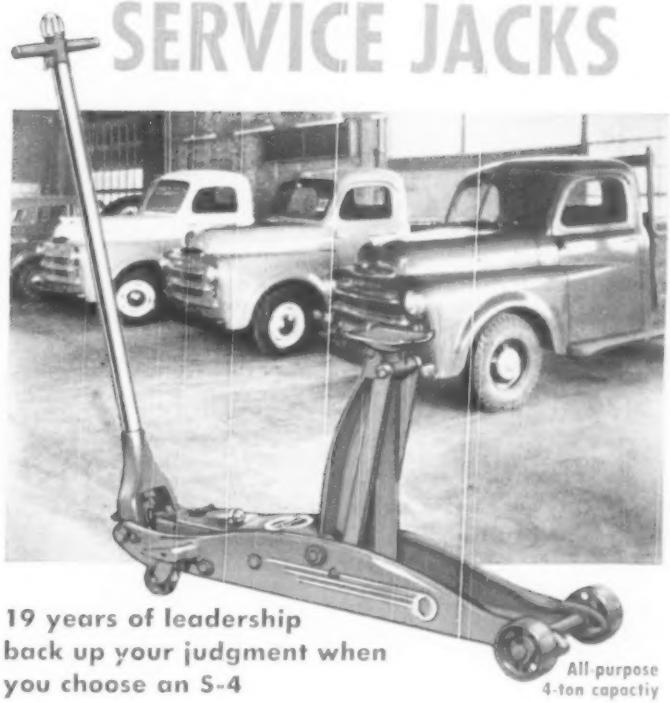
ENGINE

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS: No. and Size Comp.	RINGS: No. and Size Oil	OIL: Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
BUICK 40 Special	121½	8J	3⅝ x 4¼	30.63	115@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121½	8J	3⅝ x 4¼	32.51	124@3900	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK Model 52	125½	8J	3⅝ x 4¼	32.51	124@3900	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72)	126¼	8J	3⅞ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
BUICK Model 72	130¼	8J	3⅞ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
CADILLAC 61	122	8J	3⅝ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 62	126	8J	3⅝ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 60	130	8J	3⅝ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 75	149¾	8J	3⅝ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3¼	29.4	92@3400	G	4	2-.1237	1-.1865	5	AC	N?	Y	RP
CHEVROLET Sty. & Fleet (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4	1-.1237 1-.0932	1-.1865	5	AC	N?	Y	RP
CHRYSLER Royal & Windsor	125½	6I	3⅜ x 4½	28.39	116@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca
CHRYSLER Saratoga & N. Y.	131½	8I	3¼ x 4¼	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CHRYSLER Crown Imperial	145½	8I	3¼ x 4½	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CROSLEY Model CD	80	4J	2½ x 2¼	[1]	26.5@5400	G	5	2-.0625	2-.156	2	AC	Y	N	T
DeSOTO S-14 DeLx. & Custom	125½	6I	3⅜ x 4¼	28.39	112@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca
DODGE Coronet & Meadow	123½	6I	3¼ x 4⅜	25.35	108@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	St
DODGE Wayfarer	115	6I	3¼ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	N	N	St
FORD & Custom 8 Cyl.	114	8I	3⅛ x 3¾	32.5	100@3600	G	3	2-.093	2-.186	5	Y	N	Y	Ow[n]
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3300	G	4	2-.093	2-.186	5	Y	Y	Y	Ho
FRAZER	123½	6I	3⅜ x 4⅜	26.3	112@3600	Ch	4	2-.0935	2-.1559	5	AC	Y	Y	Ca
HUDSON Pacemaker	119	6I	3⅜ x 3⅞	30.4	112@4000	Ch	4	2-.078	2-.1875 .156	7	AC	N	Y	Ca
HUDSON Super 6	123½	6I	3⅜ x 4¼	30.4	123@4000	Ch	4	2-.078	2-.1875 .156	7½	AC	N	Y	Ca
HUDSON Super 8	123¼	8I	3 x 4½	28.8	128@4200	G	5	2-.093	2-.1875 .156	8	AC	N	Y	Ca
KAISER Special	123½	6I	3⅜ x 4¼	26.3	100@3600	Ch	4	2-.0935	2-.1559	5	AC	Y	Y	Ca
KAISER DeLuxe	123½	6I	3⅜ x 4¼	26.3	112@3600	Ch	4	2-.0935	2-.1559	5	AC	Y	Y	Ca
LINCOLN Cosmopolitan	125	V8	3½ x 4⅜	39.2	152@3900	G	3	2-.0933	1-.186	6[xx]	AC	Y	Y	Ho
LINCOLN	121	V8	3½ x 4⅜	39.2	152@3900	G	3	2-.0933	1-.186	6[xx]	AC	Y	Y	Ho
MERCURY	118	V8	3⅜ x 4	32.5	110@3600	G	3	2-.093	2-.186	D	AC	Y	Y	Ho
NASH Statesman	112	6I	3⅛ x 4	23.44	85@3800	Ch	4	2-.093	2-.1547	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3⅛ x 4⅜	27.34	115@3400	Ch	7	2-.0930	2-.1547	6	AC	N	Y	Ca
NASH Rambler	100	6I	3⅛ x 3¾	23.44	82@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
OLDSMOBILE 76	119½	6I	3⅛ x 4⅜	29.9	105@3400	LB	4	2-.0937	2-.1875	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	119½	8J	3¾ x 3⅞	45.0	135@3600	LB	5	2-.097	1-.1875	5	AC	S	Y	V
PACKARD 8	120	8I	3⅛ x 3¾	39.2	135@3600	Ch	5	2-.0933	1-.1935	7	AC	N	Y	Ca
PACKARD Super	127	8I	3⅛ x 4¼	39.2	150@3900	Ch	5	2-.0933	1-.1935	7	AC	N	Y	Ca
PACKARD Custom	127	8I	3⅛ x 4⅜	39.2	160@3600	Ch	5	2-.0933	1-.1935	7	AC	Y	Y	Ca
PLYMOUTH P-19 DeLuxe	111	6I	3¼ x 4⅜	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	N	N	Ca
PLYMOUTH P-20 DeLuxe & Sp. DeLuxe	118½	6I	3¼ x 4⅜	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	Y	N	Ca
PONTIAC 6	120	6I	3⅜ x 4	30.4	90@3400	M	4	2-.1937	1-.1875	5	AC	N	Y	Ca
PONTIAC 8	120	8I	3⅛ x 3¾	36.4	108@3600	M	5	2-.1937	1-.1875	5	AC	N	Y	Ca
STUDEBAKER Champ 9G	113	6I	3 x 4	21.6	85@4000	G	4	d	1-.1562	5	AC	A	Y	Ca
STUDEBAKER Cmdr. 17A	120	6I	3⅜ x 4⅜	26.33	102@3200	G	4	2-.0937	1-.1875	6	AC	Y	Y	St
STUDEBAKER Land C. 17A	124	6I	3⅜ x 4⅜	26.33	102@3200	G	4	2-.0937	1-.1875	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3⅛ x 4¾	15.6	72@4000	G	3	2-.[illegible]	1-.[illegible]	4	HH	N?	N	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6I	3⅛ x 3½	23.4	75@4000	G	4	2-.[illegible]	1-.[illegible]	5	AC	N	Y	Ca-Zn

ABBREVIATIONS

S-4...

GREATEST 'NAME' IN SERVICE JACKS



19 years of leadership back up your judgment when you choose an S-4

All-purpose 4-ton capactiy



Take a look at *the best known* piece of service equipment in the motor vehicle industry! It's the Blackhawk 4-ton Model S-4 Hydraulic Jack. It's the jack that shop men have rightfully learned to *trust* more than any other jack on the market.

This brute was years ahead when introduced in 1941. No other jack has ever caught up to it. Blackhawk has continually added outstanding, exclusive refinements ... so that today, as before, the S-4 is the best all purpose jack you can roll onto your floor. Your Blackhawk Jobber will deliver one to you ... *with full confidence!*

Break Expensive Bottlenecks!
Equip Each Mechanic with His Own Jack

CHOOSE

the right size jack . . . to fit each class of service

FOR FAST WHEEL SERVICE



NEW . . . FOR SHOP OR SHOWROOM



FOR GIANTS OF THE ROAD



BLACKHAWK

BLACKHAWK MFG. CO.

CURRENT PASSENGER-CAR SPECIFICATIONS
Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery		Clutch Facings Brakes					
	Breaker Gap (°)	Spark Plug Gap (°)	Tappet Clearance Intake (°)	Tappet Clearance Exhaust (°)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap and Ter. Gd.	Cool System Qts. No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13	L	125	10	6	H	RW
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13	L Bb	125	10	6	H	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	17¾	L Bb	None		used	H	RW
CADILLAC 61	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137	10½	7	H	RW
CADILLAC 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137	10½	7	H	RW
CADILLAC 60	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137	10½	7	H	RW
CADILLAC 75	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N	15	O	135	10	6½	H	RW
CHEVROLET Sty. & Fleet (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	16	None		used		H	RW
CHRYSLER Royal & Windsor	20	35	08h	10h	12°b	34½-38	17-20	EW	120P	17	Bb	125	9¼	6	H	Ps
CHRYSLER Saratoga & N. Y.	18	35	08h	10h	12°b	27-30½	17-20	EW	135P	21	Bb	125	10	6	H	Ps
CHRYSLER Crown Imperial	18	35	08h	10h	12°b	27-30½	17-20	EW	135P	21	Bb	125	10	6	K	Ps
CROSLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	O	125	6	4	G	AW
DeSOTO S-14 DeLx. & Custom	20	35	08h	10h	12°b	34½-38	17-20	EW	114P	17	Bb	125	9¼	6	H	Ps
DODGE Cor., Mead. & Way.	20	35	08h	10h	8°b	34½-38	17-20	EW	105P	15	Bb	125	9¼	6	H	Ps
FORD & Custom 8 Cyl.	14-16	28-32	13-15	17-19	5°b	26-28½	17-20	65-70	90P	22	L	125	9½	6	H	RW
FORD & Custom 6 Cyl.	24-26	28-32	9-11	13-15	11°b	35-38	17-20	65-70	100P	17.5	L	125	9½	6	H	RW
FRAZER	20	32	10c	14c	10°b	38	17-20	30-35c	105P	13½	T	125	9¼	6	H	RW
HUDSON Pacemaker	20	32-45	08h	10h	7½°b	38	17-20	70-75W	100P	18	O	200	9½	6½	D	RW
HUDSON Super 6	20	32-45	08h	10h	7½°b	38	17-20	70-75W	120P	19	O	200	9½	6½	D	RW
HUDSON Super 8	17	32-45	08h	10h	10½°b	27	17-20	45-50W	120P	17	O	200	9½	6½	D	RW
KAISER Spec. & DeLuxe	20	32	10c	14c	10°b	38	17-20	30-35c	100P	15	Bb	125	9¼	6	H	RW
LINCOLN Cosmopolitan	14-16	24-26	au	au	5°b	26-28½	17-20	65-70	120P	34½	L	125	10½	7	S	RW
LINCOLN	14-16	24-26	au	au	5°b	26-28½	17-20	65-70	120P	34½	L	125	10½	7	S	RW
MERCURY	14-16	24-26	11c	15c	10°b	26-28½	17-20	65-70	100P	22½	Bb	125	10	6¾	S	RW
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	125	8	5¼	H	RW
NASH Ambassador	18-24	30	15	18	6½°b	35	17-21	70W	105P	17	Bb	125	10	7	S	RW
NASH Rambler	18-24	30	15h 16c	15h 18c	6°b	35	17-21	60-65W	90P	11	Bb	125	8	5¼	H	RW
OLDSMOBILE 76	20	40	08h	11h	5°b	35	17-21	60-70W	100N	18½	Bb	138	10	7	H	RW
OLDSMOBILE 88 & 98	12-17½	30			14°b	22	19-23	60-70W	115N	21½					H	RW
PACKARD 8	15	27	07	10	12½°bU	Z	17-20	60-62	100P	18	L	125	10	6¾	H	RW
PACKARD Super	15	27	07	10	12½°bU	Z	17-20	60-62	100P	19	L	125	10½	7	H	RW
PACKARD Custom	15	27	au	au	U	27	17-20	60-62	120P	19	L	au	au	au	H	RW
PLYMOUTH P-19 DeLuxe	20	35	08h	10h	12°b	34½-38	17-20	EW	100P	15	Bb	125	9¼	6½	H	Ps
PLYMOUTH P-20 DeL. & Sp. DeL.	20	35	08h	10h	12°b	34½-38	17-20	EW	100P	15	Bb	125	9¼	6	H	Ps
PONTIAC 6	22	25	11-13	11-13	5°b	35	17-21	60W	100N	18	Bb	125	9	6	S	RW
PONTIAC 8	16	25	11-13	11-13	5°b	26	19-23	60W	100N	20	Bb	135	10	6	S	RW
STUDEBAKER Champ. 9G	20	22-27	16c	16c	15°b	39½	17-20	46-50W	100P	10	Bb	125	8	5¼	H*	RW
STUDEBAKER Comdr. 17A	22	22-27	16c	16c	15°b	31-37	17-21	80-85W	100P	13½	Bb	125	9¼	6	H*	RW
STUDEBAKER Land C. 17A	22	22-27	16c	16c	15°b	31-37	17-21	80-85W	100P	13½	Bb	125	9¼	6	H*	RW
WILLYS Jeepster & Sta. Wag.	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	135	9½	5½	H	RW
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	135	8½	5¼	H	RW

ABBREVIATIONS

1-10 . . . on DeLx. with std. Hydrol. Bk. Boos. & Buick Dynaflow . . . on Cust.
2-7.5 . . . on DeLx. with std. Hydrol. & Hydraulic valve lifters Transmission . . . on Cust.
3 . . . Series 62 to 63, 66 to 68, exc. Hydra-Matic . . . 65 to 70 . . . with Series 75 . . . 75 . . . with Series
* . . . Self-adjusting . . . with 2 adj.
a . . . After
au . . . Automatic
AW . . . All Wheels
b . . . Before
Bb . . . Bendix
c . . . Crankshaft
d . . . Distributor Adjustable
E . . . Note 62 to 63, exc. series . . . Hydra-Matic . . . 65 to 70 . . . without heater . . . with 2 adj.
H . . . Hydraulic Self-Disc
H . . . Hydraulic
Ht . . . Hot
In . . . Inland Mfg.
K . . . Hydraulic
L . . . Long Mfg.
N . . . Negative
O . . . Oldsmobile
P . . . Positive
Ps . . . Propeller shaft rear bearing
R . . . Rear
RW . . . Rear service brake
S . . . Disc
T . . . Borg & Beck and Automatic
U . . . Unknown
W . . . With heater
Z . . . Zero

the early bird gets the Sales

better start *thinking now about that big rush when the first freeze strikes best fall! Cash in early on anti-freeze sales —order* NOR'WAY *and* PEAK *from your jobber earlier this year!*



hard to please on anti-freeze!

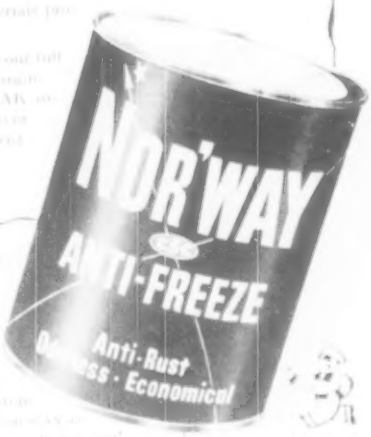
Motorists are getting harder and harder to satisfy these days. "Don't we demand the best. Don't you miss out!" Sell the anti-freeze with that wins friends and keeps customers coming back again and again for anti-freeze service. Sell "NOR'WAY and PEAK"

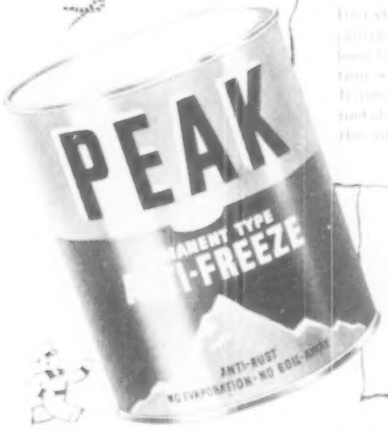
tie-in with a profit winner!

"NOR'WAY and PEAK are the fastest moving anti-freeze products on the market. Every year more motorists demand NOR'WAY and PEAK. Tie-in with this ever-increasing demand! Profit from the full protection of balanced and heat-conditioning . . . and the hard hitting point-of-sale materials provided to dealers.

"To assure you of your full and fair profit margin NOR'WAY and PEAK are sold direct to the trade wherever Fair Trade laws exist.

there's more performance in NOR'WAY!





prefer a permanent?

CSC

ADVERTISED IN MAGAZINES, BILLBOARDS AND NEWSPAPERS

COMMERCIAL SOLVENTS CORPORATION • SPECIALTIES DIVISION

17 East 42nd Street, New York 17, N. Y.

Terry Is Snagging 'Em

(Continued from page 74)

the business—not just for the sake of baseball but because it's effective sales promotion.

The sign on the used-car lot, situated where it can be seen from U. S. Highway No. 1 or Alternate No. 1, shows a big baseball bat and the name "Bill Terry." About a dozen white discs painted with seams to resemble baseballs are placed on the light poles around the lot. They serve the double purpose of catching the attention of motorists and keeping glare from the light bulbs out of their eyes.

The firm also uses chrome emblems with the name "Bill Terry" and a baseball bat to attach to cars. The location "Jacksonville" is imprinted on the bat. A similar emblem is available in plastic for used cars.

"Sometimes folks who know me will drive in and say, 'Bill, I'm going up North for a while and I'd like to have one of your emblems to put on my car,'" Terry said. "Whether or not they are our customers or are driving Buicks, we put the emblems on. It's good advertising for the firm and the town."

On opening day at his new dealership Terry autographed baseballs for children who brought their parents with them to the showroom. He gave away about 250 signed balls during that day alone.

Sometimes customers will ask for an autographed ball, saying that they didn't get one on opening day. Bill, Jr., now keeps a supply in his desk at all times. Some customers ask to have their bills autographed.

But such things are just extras in the operation of the dealership. Although they are comparatively new in dealership operation, Terry and his sons can talk the business, plan the business and do the business along with the best of them. Such things as daily reports on the progress of each department, monthly meetings of all service personnel and contests and daily meetings for the 12 new-car and four used-car salesmen highlight the efficient program being carried out.

A bronze life-time pass to major-league games is a nice thing to have in the office, but Terry would rather show visitors the certificate won by his son Kenn at the General Motors Institute. His pennant-winning Giants were a team to be proud of, but Terry is prouder of his present team.

When his sons—all of whom are more than six feet tall—line up in the showroom of his dealership, it's an impressive sight. And their sales and management ability is in the same scale as their physical size. They're really big-league material.

BOP Plans Addition To Atlanta Plant

PLANS for the addition of approximately 70,000 square feet soon to the Buick-Oldsmobile-Pontiac Assembly Division plant at Atlanta have been announced by James E. Goodman, general manager of the division.

The construction, which is scheduled to be completed next November, will provide two additional assembly bays near the body and paint shops.

A major part of baseball players travel to games by bus or car.

HERE'S WHY IMPACTOOL SALES ARE Zooming!



● Under today's conditions, service managers and mechanics are buying only the tools and equipment they know will produce substantial savings in job time—which means more money earned. That's why they *are buying* Ingersoll-Rand Impactools—the value is self-evident! That's why Ingersoll-Rand Electric Impactool sales are zooming!

Here are typical examples of Impactool savings:

● **Installing spring clip nuts:**
16 minutes by hand wrenches.
33 seconds by Impactool.

● **Wheel Rotation:**
35 minutes by hand wrenches.
8 minutes by Impactool.

● **Trailer panel and floor overhaul:**
5 days by hand screw drivers.
2.5 days by Impactool.

● **Engine rebuilding:**
12 hours by hand wrenches.
3½ hours by Impactool.

No Kick No Twist to Operator

No Motor Burn Outs, can't stall motor

Nut Running Time cut 90%

SEEING IS BELIEVING!

ROTARY ELECTRIC IMPACTOOL

Call your I-R Jobber and ask for a demonstration of this amazing all-purpose electric tool.

Ingersoll-Rand
11 BROADWAY, NEW YORK 4, N. Y.

526-18

Exacting Tests PROTECT

AMERICA'S FINEST IGNITION SERVICE



Operator is checking impregnated condenser pills for capacity and short circuit after pills have been subjected to excess voltage for leakage and before assembly in case.

ORIGINAL
AUTO-LITE
SERVICE PARTS

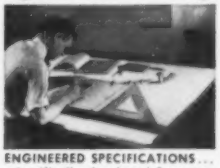
The remarkable assurance Auto-Lite parts afford expert service men is proved by this fact: more than half of America's car makers specify Auto-Lite. This approval is based on findings from most exacting tests backed by surveys of results in actual use. To consistently deliver unfailing dependability, Auto-Lite leaves nothing to chance. Every material, every design, every process is checked and double checked through to the final product. "You're right with Auto-Lite" is more than a phrase. A large part of the businesses that constitute America's great automotive after-market rest securely on this firm foundation of Auto-Lite tested quality. To find how Auto-Lite can help you write to

THE ELECTRIC AUTO-LITE CO. • *Parts & Service Division* • Toledo 1, Ohio
Canadian inquiries should be addressed to Sarnia, Ontario

How Ignition Engineering Assures Dependability



RAW MATERIAL TESTS . . . all materials must measure up to predetermined standards before they are released to production.



ENGINEERED SPECIFICATIONS . . . scientifically developed for every part. Nothing left to chance. High quality assures dependability.



CONTINUING IMPROVEMENTS . . . by the foremost engineers working in one of America's great engineering laboratories.

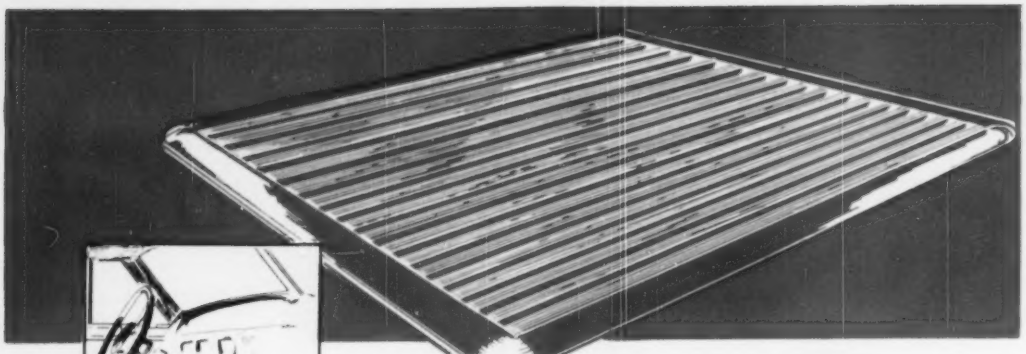


APPROVAL OF LEADING CAR, TRUCK, AND TRACTOR MAKERS . . . as original equipment, after most searching tests by engineers.



FINISHED PRODUCTS TESTS . . . every component and assembl passes repeated tests, checked co stantly with laboratory researc

Money cannot buy better Automotive Electrical Equipment

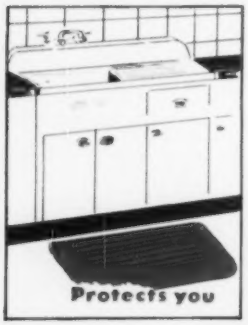


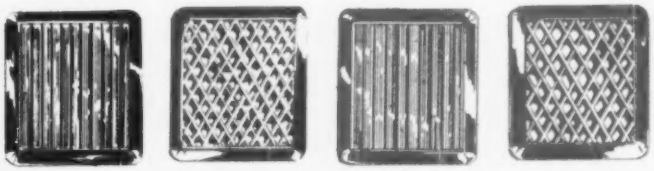


D. and J. Protecto Rug

Here's a natural for increased sales and extra profits for your business. The 101 practical uses of the D. & J. Protecto Rug in the home or car make every one of your customers a red hot prospect. Protecto Rugs, made from top grade rubber, are ideal as utility mats in the home . . . protect floors in the kitchen and bath, use them as door mats, as stove mats, and to prevent dish breakage in the sink. For the car, Protecto Rugs keep interiors clean and protect floors from wear. They're simple to remove, clean, and replace.

The D. & J. Protecto Rug is available in four rich colors and two attractive designs. Four color counter displays and direct mail pieces with your imprint are available with each order. Don't pass up easy, extra profits. Get your order in the mail today.







SPECIFICATIONS

Approximate Wt.: 2 lbs., 12 ozs.
Size: 17 inches by 18 inches.
Packing: 10 mats to carton.

PRICES

Write us for our prices to dealers and jobbers.

ORDER BY THESE STOCK NUMBERS

RIB DESIGN

Black:	No. 200	Blue:	No. 210
Red:	No. 220	Green:	No. 230

SQUARE DESIGN

Black:	No. 300	Blue:	No. 310
Red:	No. 320	Green:	No. 330

DISMUKE

TIRE and RUBBER COMPANY Inc.
P O Box 308 Phone 1083
CLARKSDALE, MISSISSIPPI

Durability

REINFORCED BASE

MANUFACTURED FROM
CRUDE RUBBER



REINFORCED BASE

Both RUBBER and BUTYL



6.00—6.40 x 16
RED CRUDE RUBBER
Special Price
In Truck Lots



6.00 x 16
BUTYL RUBBER
Special Price
in Truck Lots



Realize MORE PROFIT

SELLING D and J HI TEST
HEAVY-DUTY REINFORCED BASE
INNER TUBES

D and J HI-TEST is the latest in safety design. Protected tubes that last longer, and stay with your tire, assure a minimum of road hazards. Reinforced base resists pinching and chafing . . . a Red Rubber Tube that stays protected . . . We are prepared to manufacture for you a tube with your own trade name in lots of 1000 or more. Write or wire today for our EXCLUSIVE JOBBING PLAN.

D and J HI-TEST

A
Deluxe
Butyl Tube
For Competitive
Business

MANUFACTURERS of D and J SURE MOLD CAMELBACK
DISMUKE TIRE and RUBBER CO., Inc.
CLARKSDALE, MISSISSIPPI

Alabamians Teach Safety

(Continued from page 69)

sociation was able to carry out the meeting in a manner which called the public attention forcefully to problems of highway safety.

The association lined up two nationally-known safety speakers: M. R. Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee, and Norman Key, educational consultant to the American Automobile Association.

Newspaper releases to both daily and weekly papers, localized in all instances through the use of the names of automobile dealers and association officials, were issued periodically and used widely. Similar releases were sent to all radio stations.

The association devoted a special issue of its publication, *The Alabama Automobile Dealer*, to plans for the meeting. Publicity was stepped up as the time grew nearer and the Montgomery Automobile and Truck Dealers Association, under President J. L. Rouse, ran local newspaper advertising and radio spot announcements on the meeting and the parade which was to climax the affair.

Dealers with radio programs relinquished their time during the days immediately preceding the event for special broadcasts. Cooperation of local merchants, the police department and the schools was obtained.

The result was a successful meeting attended by some 350 school superintendents and automobile dealers.

The parade captured the public imagination and attracted thousands of Montgomery residents. Eight high-school and college bands, white and Negro, participated. Wrecked automobiles, each carrying a sign designating a major cause of traffic accidents, were towed by wreckers. Hundreds of school safety-patrol boys marched, carrying safety placards. City and state policemen led the parade and the highway department entered a truck displaying official highway signs. High-school seniors wearing caps and gowns rode in open convertibles.

Obstacles Were Discussed

Meeting sessions featured addresses by Mr. Darlington and Mr. Key and a discussion of practical obstacles standing in the way of extending driver training in the schools.

President Cox reported widespread favorable response to the meeting and it is our belief that the endeavor will contribute materially to the cause of traffic safety education in the state.

The Alabama dealers have demonstrated an active interest in highway safety for more than a year now. Early in 1949 the directors of the association, under the leadership of W. S. Brewbaker of Montgomery, then president, adopted a resolution pledging cooperation with all interested groups toward the end of doing something definite.

Meanwhile, careful consideration was being given to revision of the state's traffic rules and regulations, which had not been changed since 1927. The automobile dealers decided to get behind a movement to bring these rules and regulations up to date. With the help of all interested

(Continued on page 104)



Got A Minute, Mac

. . . a minute to talk about fan belts—*Thermoid* fan belts? With Thermoid, you don't need to tie up money in a lot of slow-moving numbers. Thermoid enables you to service all makes of cars with less inventory—gives you more money to invest in other fast-moving items. Thermoid makes one line of fan belts—the top quality line for cars, trucks and tractors—guaranteed to give long, faithful service. Why not get in touch with your Thermoid distributor, Mac, and learn how Thermoid can help you put your fan belt business on a more efficient and profitable basis. Or write:



Thermoid

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment

Thermoid Company • Trenton, N. J.

NOW!

EXTRA 16⅔% DISCOUNT

ON WHIZ VENUS POLISH

HERE'S AMERICA'S FINEST DOUBLE-ACTION POLISH Priced for Extra PROFITS

ORDER TODAY SPECIAL DEAL No. 50-V

	Dealer Price
You Buy 2 DOZ. Pints (1 Case) Venus Polish	$14.40
You Get Special Extra Discount (on Case Lots Only)	2.40
DEALER'S SPECIAL PRICE	$12.00

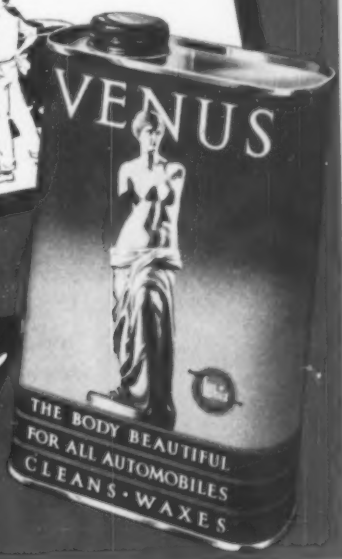
This Offer is Equivalent to 40 and 16⅔% Discount from Regular List Prices.

Regular $14.40 Value

● You'll get more polish sales in 1950 with this special WHIZ deal—and extra discounts mean extra profits for you. VENUS Polish is one of the fastest selling polishes on the market. There's only a limited time to get your stock of this famous WHIZ "standby." Order from your WHIZ jobber or write direct—today!

VENUS
Cleans and Waxes in One Easy Operation.





Whiz®

PRODUCTS OF
Hollingshead
LEADER IN MAINTENANCE CHEMICALS

R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey

Take it from a LEAK-PROOF PISTON



NO FINER PISTON RINGS MADE!

LEAK-PROOF Piston Rings are better piston rings because they're acid resisting and scuff proofed through McQuay-Norris' famous Altinizing process. Altinizing is an exclusive process whereby a coat of tin is electrically applied to the outside of the rings. Actual tests show that it increases natural wear life 33⅓%.



To make more money and make more satisfied customers be sure you know all about LEAK-PROOF Piston Rings. Send for Slim's Piston Ring Sketch Book shown on the right page.

A PRODUCT OF McQUAY-NORRIS MANUFACTURING CO. . .

guy who knows...

RINGS ARE BETTER

YOU'LL GET A KICK OUT OF THIS— SEND THE COUPON TODAY!



Maybe you haven't time to listen to every Tom, Dick and Harry tell you their piston ring stories, that's why we fixed up this easy-to-read book. Slim does it in an unforgettable way. You've never read anything like it. You'll chuckle, but you'll also get some real money making pointers, too.

. . ST. LOUIS 10, MO.

I need a good KICK... send me SLIM'S BOOK

Mail to McQUAY-NORRIS MANUFACTURING CO.
Marconi and Southwest • St. Louis 10, Missouri • Dept F

NAME .....

STREET .....

CITY .....

STATE ..... ZONE .....

Alabamians Teach Safety

(*Continued from page 100*)

groups, and despite a log jam of legislation, a new set of traffic laws, based on the uniform code, was enacted.

Again last fall at its annual convention, the association voiced its interest in highway safety in the form of a resolution and work in this field was projected as the association's "No. 1 project for 1950."

Following up this undertaking, the directors met early this year and went into lengthy deliberation on steps that could be taken to effect an active campaign for highway safety.

Direct interest in the matter was predicated on several factors: First, the necessity of reducing the accident rate as a means of encouraging greater public confidence in highway travel; second, the opportunity of tieing the interests of the automobile dealers with the interests of the general public on the local level, and many other complementary factors.

It was decided first that an effort should be made to acquaint the public with the new traffic rules. The association approved a program of getting out a safety poster calling attention to the new laws and then following up with a booklet outlining the laws in simple, attractive form. This project was carried out in cooperation with a public relations counsel retained by the association.

The booklet, titled "Alabama Traffic Rules in Easy Form," was financed by orders from dealers for distribution to their customers. More than 115,000 of these booklets have been published and distributed through the dealers, the public schools and law - enforcement agencies, with the cooperation of the Department of Public Safety.

Bankhead Bates, director of public safety, and other representatives of his department worked with the association in preparing the booklet and arranging for the safety meeting and parade held last month.

Members of the association's committee on safety and public relations, in addition to Chairman Stallings, include: Harry Hooper of Selma, Herman Harris of Tallassee, Roy Bridges of Birmingham and C. B. Haigler of Fort Deposit.

Ingersoll Succeeds Davis As Borg-Warner Head

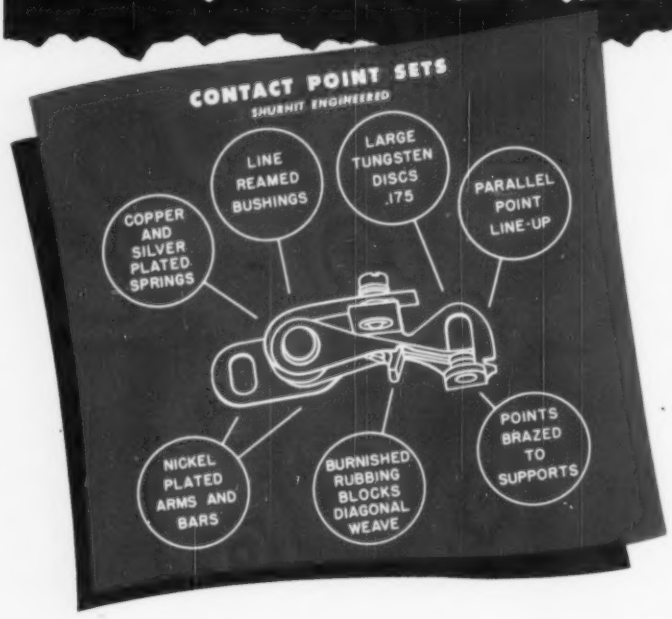
Roy C. Ingersoll has succeeded C. S. Davis as president of Borg-Warner Corp. Davis has been elected to the new office of chairman of the board. G. A. Shallberg, formerly executive vice-president, was named chairman of the executive committee and Ingersoll will assume the duties previously assigned to the office of executive vice-president.

Davis is one of the founders of the company and had been president since 1929. Ingersoll has been with the firm since it acquired the Ingersoll Co. in that same year. He was formerly vice-president of Borg-Warner.

A. P. Emmert, president of the Warner Gear Division, has been made a vice-president of the corporation.

There is one police vehicle to every 417 persons in cities with more than 10,000 population.

"Shurhit Engineered" means Quality Ignition





Every time YOU install a replacement part your reputation is at stake with your customer.

More than a quarter of a century of manufacturing experience and "know how" enable us to supply the quality of ignition replacements which assure continued, profitable relations with your customers.

Shurhit

SHURHIT PRODUCTS, INC. • WAUKEGAN, ILLINOIS



"You can get more brake work when you sell Raybestos"

YES, you can really build a business with Raybestos. It's America's biggest selling brake lining. Here's why: Raybestos PG Sets are *proving ground tested*. They provide the proper combination of linings for each make and model of vehicle. Each set is selected . . . and factory-packaged to engineered standards . . . from linings representing seven different manufacturing processes. And Raybestos constantly backs up your selling effort with full factory cooperation.



THIS CERTIFICATE
is packaged with every Raybestos Brake Set. Use it to increase your volume of brake work.

. . . AND THIS MESSAGE
"Don't learn about bad brakes by accident! **Have them certified safe for driving.**" features the certificate month after month in our Saturday Evening Post advertising.

Raybestos

The Raybestos Division of RAYBESTOS-MANHATTAN, INC., Bridgeport, Conn.

America's Biggest Selling BRAKE LINING

RM

There's Profit in Every Job We Do With

KENT-MOORE

SPECIAL SERVICE TOOLS



That's right. No matter what the repair job is on most leading makes of cars, you'll find it can be done more profitably with Kent-Moore Special Service Tools. And for good reasons, too. First, because Kent-Moore Tools are developed in cooperation with service engineers of major car manufacturers . . . men whose prime concern is to establish both the means and the methods of providing effective, efficient automotive service. Second, because each tool in the Kent-Moore line is designed to perform a specific service operation . . . built to do its special job better, faster, easier than is possible by means of costly, improvised makeshift methods. The results? Good service at a fair price for your customers, positive profits for you.



READY NOW! NEW 1950 KENT-MOORE SPECIAL SERVICE TOOL GUIDE!

Describes and illustrates the entire line of Kent-Moore Special Service Tools covering nine leading makes of cars through 1950 models. Gives essential application data . . . classifies tools by type of service, lists adaptations of each by car make and model. Provides convenient forms for controlling Essential Tool Inventories, contains complete price information. FREE! Yes, this time-saving, profit-building Special Service Tool Guide is Free . . . yours for the asking, without obligation. Write for your copy today!

Kent-Moore

ORGANIZATION, INC.

GENERAL MOTORS BUILDING • DETROIT 2, MICHIGAN

Sales and Service Engineering Representatives in Principal Cities Coast-to-Coast





ENGINEERS AND MANUFACTURERS OF SPECIAL AUTOMOTIVE SERVICE TOOLS AND EQUIPMENT

Planning Better Lighting

(*Continued from page 73*)

the more exacting jobs. Fluorescent lamps in the work area are usually preferred to incandescent because of their higher light output per watt and more comfortable brightness. Reflections from polished or glossy surfaces are also lower in brightness if fluorescent lamps are used, thus making seeing easier and more comfortable.

Industrial lighting fixtures are suggested for general lighting because they are highly efficient and easy to maintain. Some types of industrial lighting fixtures have reflectors which can be easily and quickly detached from the body of the unit for cleaning. These present obvious advantages.

If you have several spare reflectors on hand, dirty reflecting surfaces can be quickly replaced with clean ones and the cleaning done at the handiest place and in slack periods. Washing them with soap and water or detergents will be found to be more satisfactory than wiping with a damp rag.

Glare is a frequent and serious lighting fault found in garages and service departments. Glare is uncomfortable light usually originating from windows or from filament lamps and to lesser degree from the fluorescent tube. Reflections from shiny surfaces also contribute to this glare condition. Even if it is not blinding, it is tiring.

Glare can be reduced by proper shielding and positioning of the light sources with respect to the worker and his task. Blinds or shades for windows, or corresponding shielding outside the windows, should be utilized to curb glare. While lighting equipment may be designed and so placed to provide the desired protection from direct glare, work may be on shiny surfaces, causing reflected glare that disturbs seeing. It is often possible to position the light sources so as to prevent reflected glare. But if not, the relative low brightness of fluorescent lamps will prove helpful.

Many shadows are caused by cars, lifts or work benches. By using enough light sources and installing them properly, disturbing shadows may be minimized.

Bright or dark areas in the field of view may cause eye discomfort similar to glare, since the eye concentrates on only one item at a time. However, the eye is aware of other things in the surrounding field of vision. If a worker concentrating on his task in front of him is aware of a much brighter or much darker surface in his field of vision, that strongly contrasting surface may become as tiring as direct glare.

Brightness contrasts may be reduced by the simple expedient of using light-colored paint (see Fig. 1) on surrounding walls and ceilings. A lighting system that puts light on these areas helps make the environment comfortable.

Lighting for Motor Repair and Running-Gear Service

Motor repair and running-gear service demand a well-lighted service area. Permanent overhead lighting, supplying illumination of approximately 50 foot-candles, is the basic provision.

The general lighting should be supplemented by additional light over the benches. A continuous

NOW! WITE-WALL IN TAKE-HOME JARS

Dealers profit twice with Jarrett's Wite-Wall— First cleaning tires – then selling the cleaner!



Unretouched photo shows how Jarrett's WITE-WALL works . . . cleans tires for less than one cent each!

Jarrett's WITE-WALL pays off *twice* — one reason why *demand is so great* production schedules were drastically revised to meet it!

Dealers *clean 300 tires with one gallon* of Jarrett's WITE-WALL, then turn around and sell *pint & quart jars* to delighted customers who want to keep their white-walls bright between car washes.

The exclusive formula of Jarrett's WITE-WALL is fully protected and *can't* be imitated. Jarrett's WITE-WALL snaps tires back to snow-white brightness as fast as it's brushed on—*without* elbow grease.

Jarrett's TRADE MARK WITE-WALL



FREE!

6 brass bristle brushes

with every 6-gallon case of Jarrett's WITE-WALL! Unconditionally guaranteed. Jarrett's WITE-WALL gives complete satisfaction or double your money back.

CECIL H. JARRETT COMPANY, Inc.

Manufacturer & Distributor of Chemicals & Supplies, Newton, N. C.

SATISFACTION GIVEN—NOT PROMISED

Jobber and salesmen inquiries invited

row of two-lamp 40-watt fluorescent lamps in industrial units (see Fig. 2) will provide over 100 footcandles of additional illumination. Lighting of this level for benchwork is a desirable practice since skilled work, which takes place here, includes some of the more exacting seeing tasks found in industry.

Each subdivision of the service department should have additional supplementary lighting designed to suit its special task.

Adequate lighting for the underneath part of the car either must be reflected from the floor or provided by supplemental portable or fixed units. While there is considerable advantage in having a light-colored floor to help reflect light to the underneath part of the car, it is often a tough task to keep it clean enough to reflect sufficient light. Therefore, portable lighting units on casters or extension cords supplying fluorescent or incandescent lamps are often utilized in many of the repair shops.

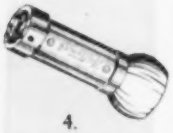


By Installing *National* Parts


1.


2.


3.


4.

"It's Better If It's Made By National"

You will have more business because you can easily sell these NATIONAL low-cost, preventive repairs at the first sign of lubricant leakage, noise or vibration around the "U" Joint, ball-housing and ball seat. Unique NATIONAL PARTS restore cars and trucks to their original fine operating condition.

And, lower-cost NATIONAL repairs can be sold when major repairs might otherwise be put off indefinitely. You can handle more jobs because NATIONAL parts and assemblies can be installed without tearing down the differential. Multiply YOUR profits with the NATIONAL Line!

1. DRIVE SHAFT BUSHING & SEAL ASSEMBLIES

Pat. No. 2,403,520

Saves Buying A New Drive Shaft. Repairs Worn Drive Shaft & Seal. Can Be Installed In One Hour Without tearing Down Differential.

Assembly drives over shaft flush with end of housing. New front bushing in assembly fits over the "U" joint. Sell with every transmission and "U" joint repair job.

- Provides Greater Bearing Surface
- Eliminates Oil Leaks from Transmission
- Prevents Dilution of Diff. Lubricant, Due to Trans. Oil Leaks.
- Stops Excessive Vibration and Whipping in Drive Shaft caused by Loose Bearings.
- Enables Repair to be made without Replacing Drive Shaft.

Now 6 Different Bushings to Fit All Models. For all Chevrolet Cars and Pickups, 1930 to 1949; Pontiac Cars 1933 to 1936; GMC 1934-36 Pickups; and most GMC Pickups, Models 1939 to 1949.

Other Parts in the National Line Include:

2. DRIVE SHAFT HOUSING REPAIR UNIT K-400
Pat. No. 2,405,541
3. "UNIVERSAL TRANSMISSION CASE BALL SEAT
4. UNIVERSAL JOINT BALL HOUSING KITS

Dependable performance assured—National Parts & Assemblies are the products of sound engineering and precision manufacturing.

Sold Nationally by Leading Automotive Wholesalers.

Write or wire for full information.

CLIP AND MAIL COUPON

Please send complete information

Name

Address S-6

City State

NATIONAL MACHINE WORKS, INC.
AUTOMOTIVE PARTS MANUFACTURERS
P. O. BOX 4303 OKLAHOMA CITY 9, OKLA.

Lubrication Pits and Lifts

Either lift racks or pits may be so equipped with lighting as to insure the prompt completion of lubrication and related service work. Pit lighting provided by specially-designed fluorescent or industrial units in wall niches staggered on either side of the pit may be positioned to cover the under-body area with ample light to see most tasks easily.

These units are covered with protective glass to minimize lamp breakage and to provide for easy cleaning. Pit walls and floors are painted white and in some cases white tile, and should be kept clean in order to utilize the lighting most efficiently.

Providing adequate lighting for the lubrication of cars on lifts and pits also requires consideration of the problem of glare and shadows. The units should be rugged and easily maintained and present no obstacle to the operator using tools and lubrication equipment. They should also withstand action of the strong cleaning solution used in those areas.

Car Washing

Convenient, thorough washing done with dispatch calls for at least 50 footcandles of light. Permanent units in sufficient number are recommended. They should be located high enough and to the side so all surfaces of the automobile being washed can be easily checked by the operator.

How often have you washed a car inside your shop and then, thinking it spotless, run it outdoors to find that you had missed dirty spots? Thorough and efficient washing can be facilitated by reflecting large areas of brightness on the body of the car. This is accomplished by providing light-colored walls and floors made bright by fluorescent lamp sources. The reason you can see a car better outdoors is because the sky provides large reflecting areas and the amount of light outdoors is many times greater than indoor levels.

Body Shop

High-level lighting has been the mark of good practice in body shops for many years. Large-area, low-brightness light sources, such as the fluorescent units offer, are the most satisfactory general illumination for body-shop areas. For inspections, there

INDEPENDENT REPAIRMEN DEPEND ON

MoPar

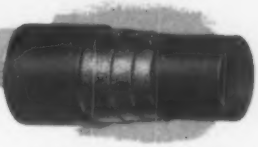
COOLING SYSTEM PRODUCTS

...for Plymouth, Dodge, De Soto and Chrysler Cars and Dodge "Job-Rated" Trucks



MoPar Fan Belt

Extra-strong and flexible. Made of specially cured, high grade rubber and high tensile strength cord.



MoPar Radiator Hose

Flexibility and extra-long life are assured because of NEOPRENE lining and 3-ply fabric.



MoPar Stop Leak

Does a safe and effective job of sealing small leaks and cracks in the cooling system.



MoPar Cooling System Cleaner

Restores cooling system efficiency by dissolving rust, water scale and other injurious foreign elements.



MoPar Radiator Rust Resistor

Protects against rust. Deposits protective coating on water jackets, radiator core walls.

Engineered  Inspected  Supplied  by Chrysler Corporation

You can get MoPar parts from dealers

FOR PLYMOUTH · DODGE · DE SOTO · CHRYSLER CARS · DODGE "Job-Rated" TRUCKS CHRYSLER INDUSTRIAL ENGINES

...and from most independent garages

CHRYSLER MOTORS PARTS CORPORATION • DETROIT 31, MICHIGAN

are various types of portable equipment offered in units that can accommodate most requirements.

Painting is a distinct body-shop operation requiring safety precautions and usually explosion-proof lighting. The standard cool white fluorescent lamp has proven to be the best source for the lighting in paint shops because it has about equal amounts of all colors of light and does not emphasize one color more than another, as a result.

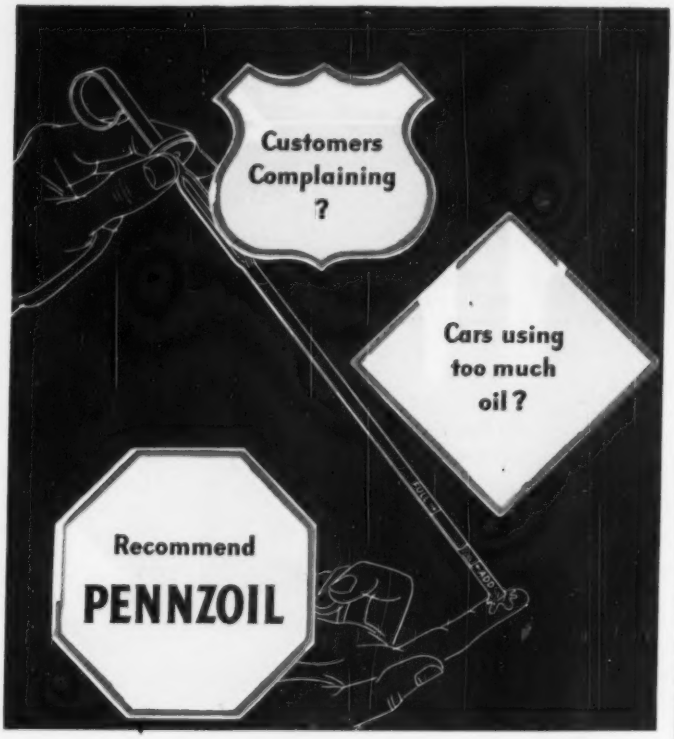
Storage and Parking

The primary requisite for space devoted to this use is room enough free from obstructions to permit easy parking. The general lighting for such space must of necessity be overhead. Since no difficult seeing tasks are normally done in such areas, general illumination of 10 footcandles will satisfy most situations. In order to insure the uniformity of this level throughout the area, it is preferable to provide the lighting from a larger number of lower-wattage lamps rather than a few larger units with the same total wattage. Convenient wall or pillar outlets for supplementary lighting should be made available to facilitate elementary servicing inspections or minor repairs. In checking tires or batteries, portable units fastened to the service man's head offer opportunities for much greater dispatch than is possible when one hand must be occupied in holding a flashlight. Clean floors of light concrete are a great advantage in all garage areas to make for easier seeing under vehicles with reflected illumination.

In summary, Lindsay said, "the object of any good lighting system is to provide seeing conditions such that the workman can perform his seeing tasks easily, quickly and accurately.

"High-quality seeing requires a comfortable seeing environment with adequate levels of illumination. Light-colored finishes and moderate-brightness sources utilized in such a way as to supply comparable brightness on all surfaces will provide this comfortable seeing condition.

"Modern, efficient light sources," Lindsay also reminded, "give management the opportunity to provide better 'see-ability' for the workman which should result in higher profits and better human relations with both the workman and the customer."



There's more to this than meets the eye. Behind it is a complete Pennzoil selling program that gets you new customers, brings back old ones, and keeps *all* customers coming back again and again. Gets business for every department. Worth a lot of money to you. Call your Pennzoil distributor about it now or write to us for his name.

THE PENNZOIL COMPANY
Executive Offices
Oil City, Pa. • Los Angeles 15, California

SOUND YOUR Z
100% Pure Pennsylvania
PENNZOIL
Safe Lubrication

Bringing Back Service

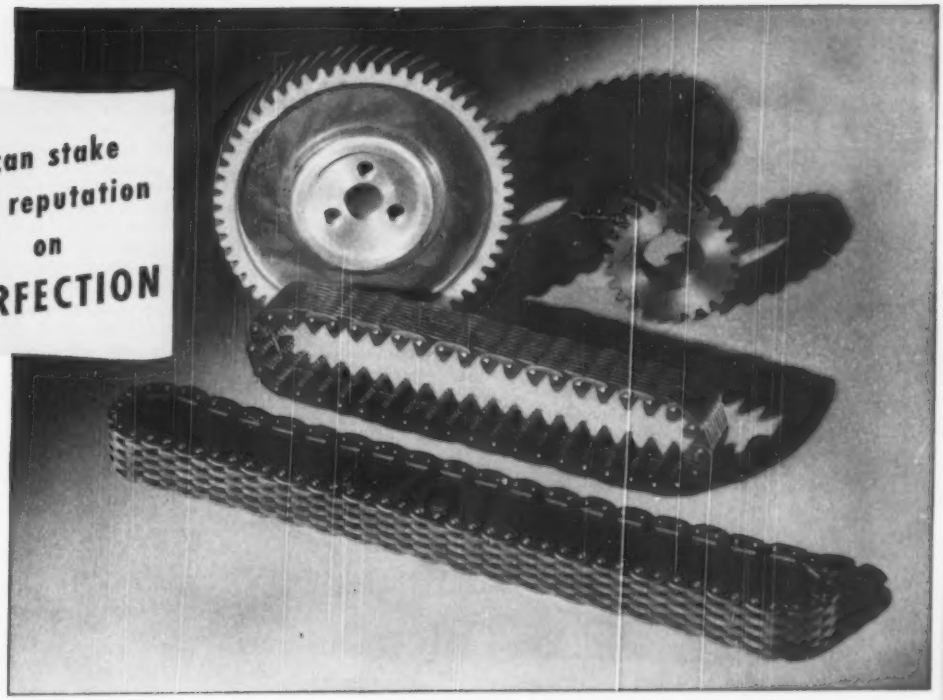
(*Continued from page 66*)

went over the car with her and talked it out thoroughly, it was agreed that the work done would be supplemented with additional work and the rest of the car cleaned up. The result was an order for $75 worth of fender work.

A school teacher now returns consistently to Rocca's and has brought three of her co-workers as customers. Her voltage regulator had gone bad on a trip and had to be replaced. On her return to the city she presented the bill of $7 to Rocca's for adjustment. Since the six-month-old car with 4,000 miles on it was out of warranty, the service salesman refused to accept responsibility. She left Rocca's until Crane sent out one of his regular 60-day letters to her.

Upon looking into her repair-order history, Crane found that

You can stake your reputation on PERFECTION



PERFECTION SILENT TIMING GEARS and CHAINS

Stay Silent!

Perfection Replacement Parts are all that their name implies. . . . You can depend on their precision accuracy and rugged durability to bring customer satisfaction on every job.

Perfection Silent Timing Gears are made of special laminated material noted for strength and long wear. They mesh perfectly and they *stay* silent.

Perfection Silent Timing Chains, too, maintain continuous and absolute silence. Chain design is such that direct wear between pin and links is eliminated.

There is a Perfection jobber near you. He carries a representative stock of these quality parts and is prepared to render prompt, efficient, friendly service. If you do not know his name, write us.

THE MARK OF PERFECTION CERTIFIED PARTS PERFECTION GEAR CO. HARVEY, ILL.

PERFECTION GEAR COMPANY, HARVEY, ILL.

PERFECTION PRODUCTS INCLUDE: Silent Timing Gears • Metal Timing Gears • Silent Timing Chains • Transmission Gears and Parts • Differential Ring Gears and Pinions • Differential Cases and Parts • Fly Wheel Gears • Cylinder Heads • Clutch Plates • Pressure Plates • Clutch Rebuilders • Clutch Cover Assembly Parts • Clutch Forks and Parts.

she had been a very good customer. He discussed the matter with her and urged her to bring her car in. The woman returned, was reimbursed and, greatly gratified, she ordered at the time the winter special of $17.50. She returns her car monthly now for lubrication and has given Rocca's additional work of about $25 over the last seven months. In that case, Crane points out, adhering to the letter on a warranty was shortsighted policy.

After a "lost" customer has returned and adjustments have been made on the car, Crane telephones to find out how the car is running. This always gets a good reaction. It surprises people to have that much interest taken and their appreciation is keener as a result.

Crane finds the cost of the "personal attention" program small compared to the good results and increased business which have been reaped.

The first thank-you card with its one-cent stamp for return postage costs 3½ cents apiece and with 30 going out daily, the cost comes to approximately $1 a day. About 50 of the 30-day reminder postcards at 2½ cents apiece sent out daily on a customer list of about 5,000 come to approximately $25 a month.

Duplicated letters are done in lots of 500 for $4 and the completed letter ready for mailing costs about 4½ cents apiece. There are several versions of the 60-day letter so that at no time will a customer receive the same letter twice. About 35 duplicated letters are sent out a week.

Direct mail, including postcards and letters, may come to under $75 a month. This does not include clerical labor cost of about three hours a day by one person.

Does it pay? A stout believer in direct mail and personal attention, Crane looks forward to a volume increase in repairs of about $15,000 over last year. He points to October 1949 as compared with October 1948 when the firm was $7,000 over in total labor sales. October '49 exceeded any previous high in total labor sales by $3,000. He explained that total labor sales or gross labor meant services sold.

Associated formerly with the largest Dodge-Plymouth dealership in Chicago, Crane smiled and added, "I met my wife as an unhappy customer. But I calmed her down—and later married her."



Stamp of Approval

Thermoid C-B Brake Sets are the only brake lining carrying the Pittsburgh Testing Laboratory Certification. Thermoid is the *complete* line, covering *all* brake requirements—catalogued for quick selection—everywhere accepted as top quality. With Thermoid Custom-Built Brake Lining, you avoid all guesswork and give your customers a job that's "right the first time." Ask your Thermoid Distributor about C-B Sets and Thermoid Precision Processing Equipment.

Watch for "The Safest Thing on Wheels" Thermoid's instructive new talking movie. Your jobber will inform you when this Film will appear in your locality.



Thermoid

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment

Thermoid Company • Trenton, New Jersey

Leigh Leaves Memphis For El Paso Post

FRANK M. Leigh, former assistant zone manager for Buick at Memphis, Tenn., has been advanced to manager of the El Paso, Texas, zone. His successor at Memphis is Hugh L. Anderson, Jr.

F. W. Hoffer has been appointed car distributor of the Memphis zone, it also was announced by John E. Sheehan, zone manager.

Flanagan Joins Maremont

James "Jim" Flanagan has joined Maremont Automotive Products, Inc., as assistant to the president. He had been associated with William & Harvey Rowland Co. since 1934. Flanagan will continue his program of personal contact with automotive wholesalers and vehicle builders, Maremont President H. E. Wolfson said in the announcement.

Here's Proof—

Whiz Met-L-it®

GIVES GUARANTEED PERMANENT ADHESION

Repairs Still Perfect After Two Years!

A Met-L-it "Cold Metal" Case History

Case history and photos from Edw. H. Marcus Paint Co. Repair work done by McMahan-Koch Motors, St. Matthews, Ky.

Left: View of car showing extent of damage to top.

Below: Car with top repaired.



Car damaged two years ago, new top not available. Body repairman cut top from burned up car of same make. **Problem:** to make burned top useable despite millions of rusted pit holes.

Solution: Sanded and cleaned pitted metal, treated with anti-rust preparation. Thinned Whiz Met-L-it to spray consistency. Sprayed layer of Met-L-it over top—filled all pit holes. Sanded Met-L-it smooth, and painted. Top as good as new—even after two years.

This is one of the many examples in our files where Whiz Met-L-it saved time and material costs—and did a superior job! Met-L-it and Met-L-it Fiber give you GUARANTEED PERMANENT ADHESION—the all-important requirement for cold metal repairs.

More reasons why you make profits with Met-L-it are:

- Met-L-it takes any paint or enamel without blistering or checking.
- Met-L-it and Met-L-it Fiber can be feather-edged perfectly for smooth contours.
- Met-L-it is fast-drying, highly workable, non-crumbling.

See your Whiz jobber or write direct.

Hundreds of clinics are being arranged by jobbers throughout the country. Ask your jobber when he will hold one.



$25 Paid for Case Histories

● Let us hear about your experience with Met-L-it in a major repair job. We'll pay you $25.00 for material accepted for use. Examples should be detailed, accurate, interesting and include good quality "before and after" photos. Tell us how much time and money you saved with Met-L-it, compared to ordinary methods. Send to Sales Promotion Dept., address as below.

Whiz

PRODUCTS OF Hollingshead

R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey

Dear Bill,

We're hard at it this month taking care of jobs the customers wouldn't buy until they started hitting the highway this summer. Our cooling-system cleaner has had a busy time of it, and we've been balancing a lot of wheels, adjusting a lot of headlamps, and in general taking care of the bugs the driver finds on his weekend jaunts.

So far as I know, we are the only shop in town that tests headlamp candlepower along with the aiming adjustment. And for that reason, the jobber tells us we sell a great many more sealed beams and lighting cables and relays than anyone else on his books. Judging from the large percentage of under-par lamps we find, there must be plenty of cars "feeling" their way down the highway. The loss in lighting is so gradual that the average driver never realizes his handicap until we point out the weakness to him.



Last week I was over at a competitor's (friendly) making an estimate for an insurance company when he asked me how we made our mechanics use the special equipment we installed in our various departments. He pointed to a brake-lining grinder which he said hadn't turned a sander since the Lord knows when.

"Aren't you relining any brakes?" I asked him.

"Every day," he replied, "but the boys claim the lining-grinding operation takes time, so they just let the customer run them in on his own time."

I pointed out to him that the sander in our shop is running at the time the drum lathe is turning drums, and actually little extra time is spent in shaping the linings to the newly-turned drum. Then, when the brakes are set up, they have full contact and make a good stop from the very first. AND—best of all, the customer isn't back on our necks in a couple of weeks for a free readjustment to take up the pedal loss due to high-spot wear from the new linings. I told him to have his boys check the time they spend grinding lining contour against the time they spend readjusting comebacks—and see if they could afford to skip that operation.

In many cases where service operations aren't turning in the profit they should the cause can



Kimble 2 FOR 1 Battery Testers

- Two complete sets of glass parts
- Rugged—easy to read
- High quality, precision instrument

Here's a bargain if there ever was one! A battery tester, tough and durable to begin with. Then on top of that, two complete sets of glass parts to give it double life.

Couple this with clear, easy reading and dependable accuracy and you'll see that here's a buy that nothing beats.

Specify Kimble for assurance of instrument quality

KIMBLE GLASS TOLEDO 1, OHIO
Division of Owens-Illinois Glass Company

SOUTHERN REPRESENTATIVE — LAWRENCE M. HIRSIG

SOUTHWESTERN REPRESENTATIVE — HIRSIG FRAZIER CO.



The "Outlook" is Great — for the "88"



*Oldsmobile Hydra-Matic Drive, at reduced price, now optional on all models.

NEW ONE-PIECE WINDSHIELD Makes Oldsmobile Dealers More Enthusiastic Than Ever About This Best-Selling Oldsmobile!

Now, Oldsmobile dealers have something *new* to get excited about! It's the "88's" new one-piece windshield—a solid sweep of curving glass that makes the road ahead look great for the "88"! It's *another major selling point* that is helping "88" sales skyrocket to thrilling new highs! *Another style and safety feature* that matches the sensational performance story of Oldsmobile's famous "Rocket" Engine and smooth new Hydra-Matic Drive*! *Another exclusive advantage* that puts the "88" in a class by itself—in looks as well as power! And it's *another big reason* why Oldsmobile dealers are eager to demonstrate the hottest number they've had to date—Oldsmobile's exciting "88"!

OLDSMOBILE

A GENERAL MOTORS VALUE

be found in poor selling of new equipment to the mechanics. The boss hears how a certain machine is capable of making 15 or 20 bucks the hour while in operation, he buys the equipment, and then fails to give the boys who use it a selling. When a new man comes in who never saw the outfit before — and doesn't understand it or its advantages—he avoids using it and is never told any different. So he plugs along in the old slower methods, and fails to make the money for himself or the shop.

Time-saving equipment is the shop's ace-in-the-hole in these days. Every mechanic should be coached in the use of it, and someone should take the responsibility of seeing that he does take advantage of the saving.

Yrs, Ed.

Summer Conditioning

(Continued from page 85)

Flush transmission and differential and refill with proper grade lubricant.

Disassemble, clean and repack universal joints.

Clean and repack all wheel bearings.

Repack springs.

Lubricate chassis and body completely.

Steering and Tires

Check steering and all related parts for excessive wear.

Check wheel alignment (camber, caster, toe-in, toe-out and turning radius and center steering wheel).

Examine all tires for wear, cuts and/or stone bruises.

Oil and Grease Seals

These inexpensive items are worthy of second mention because they may be the direct cause of road failures or an accident. So examine all of them thoroughly and replace any which appear to be defective.

Miscellaneous items which should be considered:

Check gearshift linkage adjustment. Check clutch adjustment for pedal clearance. Check shock absorbers.

Appearance.

Door glasses and upholstery. Seat covers usually are much cooler than regular upholstery fabric.

Paint and trim.

Pride of ownership will help sell these items and the owner will be pleased.

Yes, we know it takes time to check all of the above-mentioned items, but think of the additional business this will bring to the boys in the shop; and think also of the many vacationists who will have trouble-free motoring and who will sing your praises and declare your shop the finest!

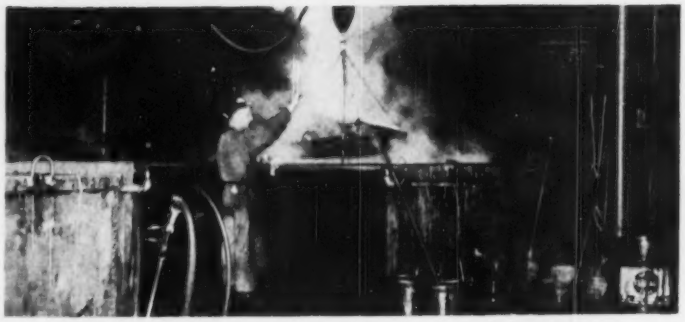
Bird Joins Watts-Wagner

A. O. "Tony" Bird has joined Watts-Wagner Co., Newark, N. J., as sales manager of the Sovereign Division. He was formerly sales manager of the Automotive Chemical Division of Merck & Co., Inc.

Riter Becomes Edison Head

Henry G. Riter, III, has been elected president of Thomas A. Edison, Inc. He succeeds Charles Edison, son of the founder, who has been elected to the new position of chairman of the board.

OAKITE PENETRANT



here's a cleaner that does 4 different jobs quicker, better, at less cost!

★ Degreasing parts before repair

★ Steam-cleaning motors, chassis

★ Washing floors, work pits

★ Cleaning cooling systems



FREE BOOKLET

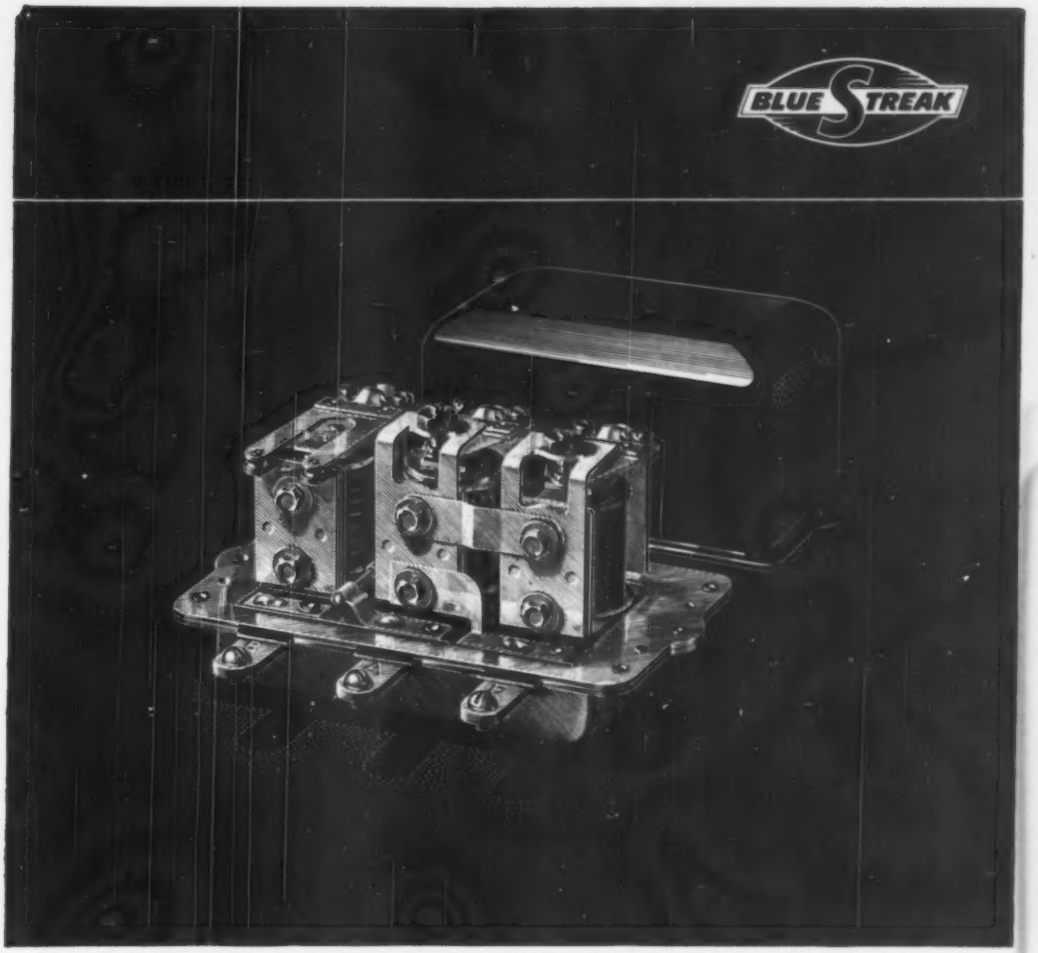
. . . describes all phases of cleaning generally performed in service shops. Filled with money saving short cuts. Send for a copy

Make up your mind to use Oakite Penetrant on those 4 everyday jobs and you start increasing your profits right away. All-purpose Oakite Penetrant is a powerful grease-dissolving detergent that works so quickly, so efficiently that you turn out more service shop jobs in much less time. Oakite Penetrant is perfectly safe to use. Solutions are made up with water. Complete story is told in booklet form. Ask for Bulletin No. 5770. FREE, of course. Oakite Products, Inc., 52F Thames St., New York 6, N. Y.

OAKITE

SPECIALIZED INDUSTRIAL CLEANING MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada



Here is a Blue Streak voltage regulator bared to the bones. Just to look at it, you can see this regulator is a matter of precise design and precise machining. Strip the cover off any other regulator . . . compare it with the Blue Streak – and this is what you'll find:

Where most conventional regulators have one contact, Blue Streak has two – to ease the "current burden." Where others have fragile, brittle materials in their field resistors, Blue Streak uses tough, non-warping, non-cracking, heat-resistant fibre glass. Where others rivet contacts to brackets permitting no adjustment . . . Blue Streak contacts are screwed in—there's no bending, no distorting parts to align contacts or adjust the gap. Where others have a completely exposed undersurface, the bottom of the Blue Streak regulator is covered; protection for you and the regulator. (A simple enough procedure, but only Blue Streak does it.)

So here's a regulator that lasts longer . . . insures your repair work . . . spreads your good name. And for all that, you pay only a bit more.

better your business... ***buy Blue Streak***

STANDARD MOTOR PRODUCTS, INC., LONG ISLAND CITY 1, NEW YORK

NEW EXCLUSIVE WALKER

3 DIMENSION FILTRATION

CLEANS OIL QUICKER *between* OIL CHANGES

Sell your customers the assured protection . . . the longer life . . . the "between change" security of Walker 3-DIMENSION filtration.

Walker alone gives car-owners 3-DIMENSION filtration—3-DIMENSION to take out the many different kinds of engine contamination—3-DIMENSION to assure *safe* lubrication, *sure* engine protection in the critical period between oil changes!

Because of exclusive patented *Laminar* construction, Walker gives your customers uniform, *predictable* performance. It takes *out* the dirt the engine constantly puts *in*—and takes it out quicker, better, longer than ever before possible!

Use Walker 3-DIMENSION filtration as your exclusive selling wedge. Use it to increase both your oil sales and your filter sales.

Sell your customers a periodic oil change to protect against oxidation, dilution and unfilterable contamination. Equally important, install a new Walker Cartridge to prevent the accumulation of engine-made abrasives, moisture and sludge between oil changes . . . to give them the added protection of 3-DIMENSION filtration between oil changes!



WALKER MANUFACTURING CO. OF WISCONSIN
RACINE, WISCONSIN
Oil Filters • Silencers • Jacks • Lifts

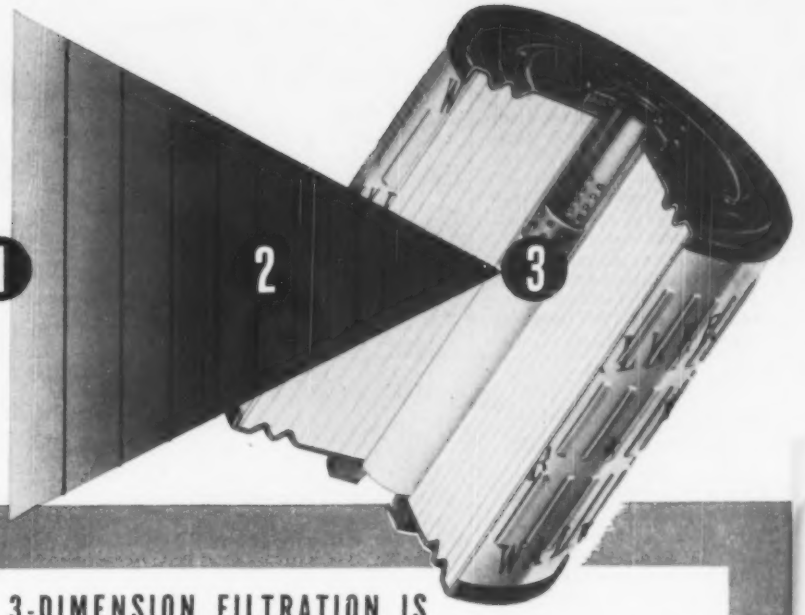
GET IT FROM YOUR JOBBER

WALKER

1 SURFACE Filtration

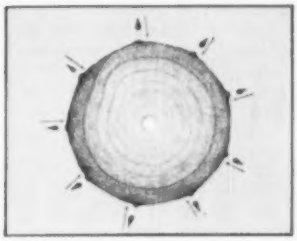
2 DEPTH Filtration

3 PROGRESSIVE Filtration



3-DIMENSION FILTRATION IS

FASTER...between oil changes!



Inside every Walker Cartridge is an entirely new filtering material with an entirely new principle of filtration. Because of this material, only Walker can filter oil 3 ways. Because the pattern of this material is finer, Walker starting efficiency is higher.

Result:

WALKER GETS OIL CLEANER QUICKER.

BETTER...between oil changes!

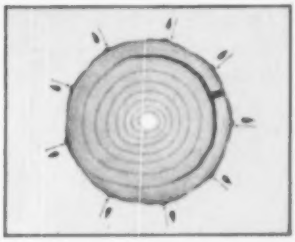
What the Engine Puts In The Oil	What Walker Takes Out
DUST AND DIRT —from engine breathing	✓
CARBON SOOT —from engine combustion	✓
METAL PARTICLES —from engine wear	✓
MOISTURE —from engine condensation	✓

Each individual layer of material acts as a complete filtering unit—each filters oil 3 ways! Because of this 3-DIMENSION action, Walker removes abrasives down to 2/10 of one micron—a 25-to-1 margin of safety over the danger size of contaminants.

Result:

WALKER CLEANS OIL BETTER.

LONGER...between oil changes!



Walker performance is channel-proof performance—uniform from cartridge to cartridge. There are no "low resistance" spots—no natural channels. Because of exclusive *Laminar* construction, Walker has more filtering material, more storage capacity to absorb the dirt.

Result:

WALKER KEEPS OIL CLEANER LONGER.

OIL FILTERS

WITH PATENTED *Laminar** CONSTRUCTION

*TRADE MARK

GOT A GOOD IDEA?

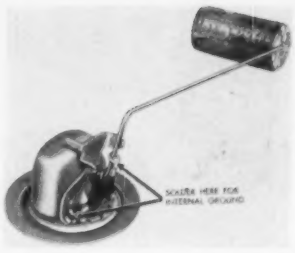
$5 will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



Time SAVERS

Soldering "Pigtail" Wire On Plymouth Fuel Gauge

WHEN soldering the internal ground on the Plymouth fuel gauge, care should be taken not to drop solder on the float arm spring or to solder the pigtail so high on the float arm wire that it interferes with the full swing of the arm between positive stops. Solder "pigtail" wire as shown to assure good internal ground.



When installing the tank unit, be sure there is a positive ground between the tank unit and the floor pan. Also tighten the dash-unit mounting screws to obtain a good ground. — *Courtesy of the Plymouth Division of Chrysler Corporation.*

Installing the Wrist Pin Bushings in Chevrolet

A TOOL for installing wrist pin bushings in Chevrolet pistons that does away with the danger of cracking skirts can be made in this way:

Use a piece of 7/8" shafting 3 7/16" long. Turn one end for press fit into an old water pump hub up to the height of the plug. Then turn the remainer of the shafting to .850, except top, which is turned to loose fit in another water pump hub.

The top hub is slipped between the piston bosses and the shaft installed through the bottom pin bushing. The top bushing can then be driven in with a bushing



No. 404-K
UNIVERSAL SPEEDOMETER CABLE REPAIR KIT

•

No. 404-RK SPEEDOMETER CABLE REFILL KIT



including all necessary tools

CHAMP-ITEMS

NEW PROFIT KIT

for Speedy . . . Easy Speedometer Service

Here is the kit designed to catch extra business — extra profits . . . No. 404-K Universal Speedometer Cable Repair Kit for all cars and trucks. The No. 404-K kit enables the repairman to make the speedometer cable for any car or truck *in 10 minutes.*

Simple — fast — each kit contains necessary tools, cable and collars to make approximately 25 units. Easy to follow instructions on inside lid of box. Approx. list $1.50 per cable.

Refill Kit No. 404-RK is available for profitable repeat business. Contains 100 feet of cable — complete with stop collars. Approx. list $1.50 per cable.

ORDER FROM YOUR JOBBER

Re Conditioned CHAMP-ITEMS Short Cuts

CHAMP-ITEMS, INC.

driver or pressed in with an arbor press.

Turn the piston over and do the same thing with the other side. This relieves the skirt of all pressure and works fine on all Chevrolet pistons.—*Edwin F. Gnegy, Auto Accessories Corporation, Cumberland, Maryland.*

Releasing Hood Catch On Later Models

WHEN a hood-release cable breaks on a late-model Pontiac or Oldsmobile, or several other recent models, and you can't reach through the grille bars or any other place to flip the catch loose, try this system:

Remove one of the headlight assemblies, which is very easy on all sealed-beam lights. Reach through the light opening and release the hood.—*Ralph McKenzie, Downtown Motor Company, Pittsburg, Kansas.*

Finding the Trouble In Ford Generator

TO LOCATE quickly the trouble in a 1940-49 Ford when the generator does not charge, I connect a jumper lead from field terminal to armature terminal on regulator.

If it starts charging, then replace regulator to curb trouble. If not, then remove jumper and connect it from field terminal to battery terminal of regulator. If charge is then shown, the generator needs brushes but is not burned out.

If both of these tests produce no charge, then generator is nearly always burned out in armature or field or both.—*Charles T. Levie, Minute Man Garage, Atlanta, Georgia.*

Making Tool Holder For a Creeper

I MADE a handy tray to hold several tools on the side of a creeper so they will be off the floor and within reach when I am working under a car. Cut an anti-freeze can in half lengthwise and turn edges under so the tray is about two inches deep or until it is an inch or so from the floor when finished.

Bend a 5/16" brake rod around the pan, leaving enough on two ends to bend to fit on creeper. Spot weld pan on each corner to rod. Put tools in pan, turn creeper up edgewise, slip rods between boards and set creeper on floor. —*Buddy Thorpe, B & G Garage, Leavenworth, Kansas.*

When Removing Brake Shoe Anchor Pin

WHEN lower eccentric brake shoe anchor pin is removed for any reason and a brake shoe gauge is not available, center punch head of anchor pin and tip of brake shoe across from each other before removal. Then reinstall by lining up punch marks. —*C. Kernaghan, 2324 Harris, Independence, Missouri.*

Finding Part for Ford Driveshaft Bearing

WHEN in need of a 70-4812 center driveshaft bearing for an F-7 or F-8 Ford truck, sometimes one is not immediately available.

You can use a Ford passenger-car transmission main drive gear bearing, No. 51A-7025, instead.



This part is usually in stock.—*Clovis Henderson, parts manager, V. M. Box Motor Company (Ford), Corinth, Mississippi.*

Removing the Shock From Seat Covers

SOME plastic seat covers are bad about shocking you when you touch a door handle, ignition switch or any other metal in the car, especially if you are wearing woolen clothes. This can be stopped easily by grounding the plastic part of the seat cover to the automobile.

I do this by taking a piece of insulated 12-gauge wiring about 20″ long and stripping the insulation off one end of the wire for about 4″. Then I fasten it to the plastic in covers, preferably in the extreme rear of the cover where it is not noticeable.

Then solder an ignition terminal to the other end of the wire and fasten under seat to any good ground on the car. This has always worked for me.—*Ralph McKenzie, 405 East Washington, Pittsburg, Kansas.*



✓ MODERN
✓ EFFICIENT
✓ ECONOMICAL

TROUBLE LIGHT REELS

available in either

WALL or CEILING MOUNTING
(ILLUSTRATED)

ONLY **$9.95**
FOR 20' EXTENSION MODELS (longer extensions slightly higher)

Why get tangled up in a clumsy wire "booby trap" that's always in your way, causing short tempers and painful accidents? Go modern, mister! Save time, trouble and money the Cordomatic way.

Cordomatic works like a window shade—just pull out the length of cord you need, and it locks in place automatically! A flick of the wrist, and z-z-zip, it rewinds itself. One Cordomatic Trouble Light Reel will outlast a dozen ordinary drop cords. See your jobber, pronto!

Cordomatic DIVISION OF THE VACUUM CLEANER CORP. OF AMERICA
EXECUTIVE SALES OFFICE. 76 WEST CHELTEN AVENUE
PHILADELPHIA 44, PENNA.

Replacing the Oil Seal Packing on Pontiac

THE time required to replace the rear main bearing oil seal packing on 1939-50 Pontiac Six and 1950 Pontiac Eight can be cut in less than half by this system:

Remove the oil pan and loosen the main bearing caps. Remove the rear main cap and remove the old seal. Then run a short piece of stovepipe through the end of the new seal. Tie the wire and



shape the seal in the main bearing cap.

Then soak seal in brake fluid and pull it over the shaft and cut to fit after bearings have been tightened. This eliminates pulling the crankshaft from car.—*J. S. Chapman, Van White Pontiac Company, Little Rock, Arkansas.*

Replacing Ford Main Drive Gear Bearing

WHEN reconditioning a 1949 or 1950 Ford passenger-car transmission, an 8A-7025 main drive gear bearing is needed.

If you do not have one, you may replace this bearing with a 74-7025 V-8 60 Ford transmission main drive gear bearing.—*Clovis Henderson, V. M. Box Motor Company, Corinth, Mississippi.*

Removing Sticking Valves Without Valve Puller

TRY this method when you encounter sticking valves in a valve job that will not come out of the guide without the use of a valve puller or shop bar:

Put in your squirt gun a mixture of half lacquer-paint thinner and half penetrating oil. Give each valve stem a shot of it in the valve chamber and then rotate valve as you pull it from the guide.

You will find this works very well in most cases and you do not injure the valve. This is the quickest and easiest system I have found for this job.—*Ralph McKenzie, 405 East Washington, Pittsburg, Kansas.*

Increase Your Service Profits with

Genuine FORD Shock Absorbers



1. Rotary vane type Genuine Ford Shock Absorber.

2. Direct acting, aircraft-type hydraulic Genuine Ford Shock Absorber.

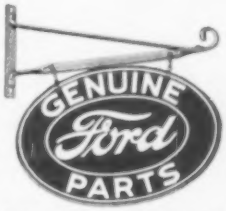
2000 bumps a mile make shock absorbers a big service item. And Ford owners naturally prefer Genuine Ford Shock Absorbers because they're made right, fit right and last longer in Fords. So feature Genuine Ford shocks to build Ford service profits. See your Ford Dealer.

FoMoCo
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GENUINE PARTS

1. **Rotary vane type Genuine Ford Shock Absorber fits Ford Cars from 1928-48, features special "Ride Control" that permits quick manual adjustment. Synthetic thread seal and floating packing prevent leaks.**

2. **Direct acting, aircraft-type hydraulic Genuine Ford Shock Absorbers are used on 1949 and '50 Ford Cars. Provide damping effect on spring action, both compression and rebound. Made throughout to Ford famed hi-precision standards.**

Brand New...Not Rebuilt



Independent Garages . . . This sign of good business tells Ford owners you stock Genuine Ford Parts, brings in more customers. Ask your Ford Dealer how you can put it to work for you, now.

Genuine FORD Parts...
Right for FORDS!

FORD Division of FORD MOTOR COMPANY

A column of informal comments about the automotive trade and its problems.

"END OF PERFECT DAY"

Tulsa, Okla.

Dear Bill:

So we come to the end of a perfect day!

Not in the writer's 25 years' experience as a dealer has there been a more perfect day than the one now drawing to a close. Sales have been high and selling expenses low. Customers took the new and used cars away from us and then said "Thanks." Service and parts profits were just as abundant as our ability to supply.

What have we now? It seems that there is considerable confusion in dealer reaction to this new day that dawns. We now find ourselves in a market in which most of us have automobiles on the sales floor and everyone has something to sell. This should be no surprise, but it does find some dealers unprepared. The unfortunate plan pursued by a few seems to be the inauguration of a great contest. This contest is a giant race to see who can find the most unique way to cut the price and thus stimulate sales, even though we seem to have a good market. Emphasizing terms and price may seem to be the answer, but is it?



Mr. Dysart

Newspaper ads feature "No down payment," "More for your used car," "3% finance plan" and a host of other enticing invitations to do business. Selling price and terms are apparently too often the substitute for a sound sales program.

Why don't all of us plant both feet on the ground solidly and attack this new competitive market vigorously? Let's thank our lucky stars for all this vast sales potential which awaits the enterprising automobile merchant. Auto-

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.



Valuable
SALES AID...
for
MORE REFILL BUSINESS



Champ's complete cross-reference specifications chart shows you at a glance what Champ refills to use in every car, to replace every popular filter refill!

Speeds sales . . . simplifies your work . . . increases your sales because its *complete* listing makes *every* car a potential customer!

The Champ "TIME TO CHANGE" promotion is keyed for profits! The newly expanded, *complete* line of

CHAMP OIL FILTERS & REFILLS

(models for late Buick, Chevy, Chrysler, Ford, Hudson, Olds, Plymouth, etc.) offers you new sales opportunities. With more frequent Sat. Eve. POST advertising, Champ filters and refills are destined to be in greater demand this year than ever before!

Champ promotion is designed for profit . . . your profit. Eye-catching merchandiser-display sells need for changing refills . . . colorful banner attracts customers . . . performance tag increases sales! Truly, Champ promotion is designed to ring your cash register bell!

Get Your Copy Now. Fill Out Coupon Today.

CHAMPION Laboratories INC. MERIDEN, CONN.

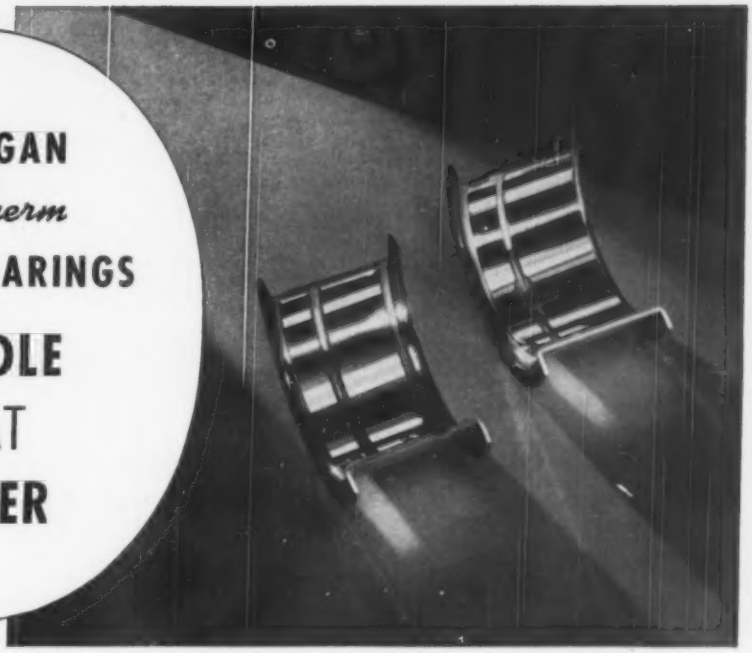
Rush my free replacement chart.

MY NAME_____
COMPANY NAME_____
STREET_____
CITY_____ STATE_____
MY JOBBER IS_____

Put these "TIME TO CHANGE" Money-Makers To Work For You



MICHIGAN *Hi-Therm* ENGINE BEARINGS HANDLE HEAT BETTER



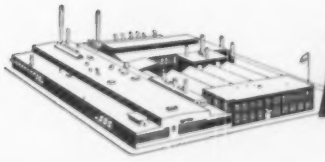
The high thermal conductivity of Michigan Engine Bearings assures better heat dispersion—cooler running—longer life.

Michigan Engine Bearings are precision engineered to wall thickness tolerance of plus or minus .000125" to assure perfect fit—easier installation—trouble-free performance.

Exclusive Michigan manufacturing processes provide uniform running clearances and proper lubrication of journals.

The LIQUID HONED back—another exclusive Michigan process—provides for quick dispersion of heat over the entire bearing foundation.

Since 1925, Michigan Engine Bearings have been original equipment in America's leading cars, trucks, tractors and engines.



DETROIT ALUMINUM & BRASS CORPORATION
DETROIT, MICHIGAN, U.S.A.

MANUFACTURERS OF PRECISION ENGINE BEARINGS SINCE 1925

Out in Front HIRSIG In the South

mobile dealers are the best merchants in this country, and they have shown through the years that they have plenty of ingenuity and ability. Let's remember too that no one has a monopoly on cut-price ideas for moving cars. Anyone can do it, but what is the pay-off? Too often the answer may be dissipation of the ample and comfortable supply of operating capital gleaned from this postwar boom market by the car dealers.

So-called bootlegging of new automobiles is undoubtedly a major problem and one which is difficult to control. Every new car offered for sale by a used-car dealer was obtained directly or indirectly from some new-car dealer. The comparatively small group of new-car dealers engaged in this traffic are either inexperienced or have been placed in an unfortunate position because of inequities in factory distribution methods. Automobile manufacturers have evidenced considerable concern regarding this evil, but can't do anything about it without full and complete information. Diligent reporting of serial and motor numbers of bootlegged cars to our factories is the least a dealer can do, and very important, in this writer's opinion. If each and every dealer will do this, perhaps our factories will be in a much better position to help channel these cars through legitimate outlets. It certainly must be worth a try.

Dealer associations have established themselves as a permanent and vital part of the automobile retailing business. Most dealers now belong to their local, state and national associations, and those who don't surely must realize that these associations are going to be working for them, whether or not they support them. Our strength in these associations lies in the spread we have throughout this country. Our power comes from the grass roots, with the support of the small town dealer of primary importance. Continuing to do your part with your time and money certainly helps to keep our climate a good one in which to do business. United, we have proved that we can do much good for ourselves and our industry as a whole.

W. D. DYSART,
President, Quality Motor Co. (Studebaker), and president of Oklahoma Automobile Dealers Association.

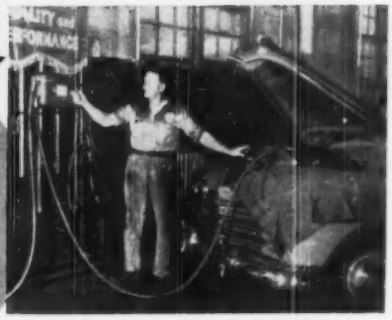
Thanks, Bill, for the timely comments. We'd like to hear again sometime, maybe about how things work out with that big service building you've erected.

Looking for something to

BUILD NEW BUSINESS... BOOST YOUR PROFITS?

Here it is

HYPRESSURE Jenny STEAM-CLEANER and STEAM THORO-PURGE



Service Master Hypressure JENNY Combination Steam Cleaner and Cooling System Flusher, with built-in Steam Thoro-Purge.



The minute you put these two profit-partners to work for you, you'll have dozens of extra-income services to offer your customers—services that will bring new customers in and keep them coming back. You'll have all the advantages of Hypressure Jenny for steam cleaning auto motors, front-end grille work, springs, frames, under-chassis areas, plus many other jobs that bring $12 or more extra profit an hour. And in addition you'll have marvelous Steam Thoro-Purge for reverse-flushing clogged cooling systems.

With Steam Thoro-Purge, you can increase your business as much as $10,000 a year on cooling system cleaning alone.

You'll make still more money by saving time, labor and expense cleaning shop equipment, tools, driveways, walls, windows, etc. *10 times faster than by hand methods.*

If you're looking for something to build new business . . . boost your profits, here it is!

The FREE BOOKLET, "1001 WAYS TO EXTRA PROFITS" tells all about it. Write for it today!



HYPRESSURE JENNY DIVISION
HOMESTEAD VALVE MANUFACTURING COMPANY
"Serving Since 1892"
P. O. BOX 99 CORAOPOLIS, PA.

DRIVING "LIBERTY BELL"

New Orleans, La.

Gentlemen:

The trucking industry plays a big part in the Independence Savings Bond Drive sponsored by the U. S. Treasury Department of Washington, D. C. The Couch Motor Lines in Shreveport, La., will furnish the driver to drive "Liberty Bell" on a tour through 64 parishes in the state of Louisiana from May 15 through July 4 as their contribution toward the Independence Savings Bond Drive.

Our driver, S. B. Aaron, was twice champion of the Louisiana State Truck Roadeo in the semi-trailer class, and finished 18th in

Does 3 *Important* Jobs

1. Stops CLICKING Noise
2. Lubricates VALVE Mechanism
3. Protects Against Condensation





*Price slightly higher on West Coast.

KEEPS CHEVROLET AND BUICK MOTORS
QUIET
AS A KITTEN!



The new VAL-VIN-HED Silencer performs 3 important functions which makes it a MUST for anyone driving a Valve-in-Head Motor. FIRST, it STOPS valve clicking noise. SECOND, it provides constant overhead lubrication for the entire valve mechanism. THIRD, it provides protection against moisture condensation in valve cover. The gentle working of the rocker arms against the oil soaked filters of the Silencer provides an abundance of lubrication which reduces friction and wear thereby assuring a quieter, more efficient operation. Shops which are talking these features are installing dozens of VAL-VIN-HED Silencers. Order from your jobber TODAY. If he cannot supply you, write factory direct.

JOE L. ESTES CO., Winder, Ga.



EASY TO SELL...
Profitable to Handle

the National ATA Truck Roadeo in Boston, Mass., at their convention in 1949. He will promote safety, courtesy and efficiency for Couch Motor Lines and the trucking industry.

Each state will have an exact replica of the Liberty Bell mounted upon decorated Ford Motor trucks furnished by the Ford Motor Co. The bells will tour through each of the 48 states during the Independence Savings Bond Drive. No American has ever heard the Liberty Bell ring, but through careful calibration of the original bell from which the harmonic tones were obtained Americans all over the country will hear the Liberty Bell ring, and at the conclusion of the bond drive, each state will be presented the replica of the Liberty Bell as a symbol of independence, freedom and liberty, and the Couch Motor Lines are proud that they are able to take part in helping maintain the security of our country.

B. B. MULLIKIN, Gen. Agent,
Couch Motor Lines, Inc.

PYROIL

IS A LIFE PRESERVER FOR YOUR CAR!

You can preserve the life of your car with Pyroil. With Pyroil, your motor oil will adhere to metal surfaces assuring lubricated "starts" that prevent excessive wear. Pyroil provides added protection against corrosion, gum and sludge deposits. Preserve the life of your car with Pyroil. Ask your gas station attendant to add Pyroil and add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN! An attractive Pyroil metal savings bank, takes coins up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage paid.



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PYROIL

ALSO A "PROFIT PRESERVER" FOR JOBBERS and DEALERS

$50.00 TO $100.00 EXTRA

profit for dealers who simply ask their customers "May I add a little Pyroil to your gas and oil?"

Figure it out for yourself Mr. Jobber — What a PROFIT STORY this is for you, if, say — 200 more of your accounts started selling PYROIL — the "PROFIT PRESERVER".

Nearly 20 long years of national advertising in consumer DEMAND CREATING magazines (such as Saturday Evening Post, and others) —plus radio advertising in major markets, has made Pyroil first in consumer preference. All this, plus the fact that Pyroil is a top quality product—means easy profits and sales galore for you. Let a factory representative tell you the complete merchandising and promotion program.



Southern Representatives

Southeast
The MacPhail Company
322 E. 5th Street
Charlotte, North Carolina

Southwest
Hirsig-Frazier Company
807 Cotton Exchange Building
Dallas, Texas

TOO BIG—TOO LITTLE

How can a firm that is "too big to be little and too little to be big" solve the problem of supervision? That is what a southern jobber asked SAJ last month. Because of the number of firms which have something of the same situation, here is his letter in full, without identification:

"Dear Sir:

"We operate a small repair and rebuilding shop in connection with our retail and wholesaler business.

"We employ two mechanics and one helper who looks after the battery recharging, etc.

"We are able to make our shop labor pay a profit by a great deal of close supervision. However, when we relax our supervising, or if we are too busy to look after it as it should be, it will hardly break even—yet it is not a large enough operation to hire a man just as a supervisor.

"We would like to know if you would suggest a plan whereby we could pay the men a commission on their labor and parts that would be fair to them and that would also pay us enough to warrant the additional time and expense and yet eliminate this constant supervision we have."

There's no easy answer to that one. It required a two-page letter to tell this reader just a few methods other shops have tried to meet this situation.

IT'S EASIER, HE SAYS

Jacksonville, Fla.

Gentlemen:

In re Chrysler brake piston Time Saver by Woodrow J. Cunningham in the March issue, we along the line in this De Soto agency use lock-ring pliers to remove these brake pistons and although we've all had bad ones, we've yet to come across one that pliers won't pull out.

Frankly I think this is a bit easier and simpler than Mr. Cunningham's method.

WALT ROBB,
Fletcher Motor Sales.

The average passenger car in 1948 traveled 9,566 miles using 640 gallons of gasoline. Collectively automobiles accounted for 80 per cent of motor-vehicle miles traveled, a recent report stated.

"Rubber" Roads?

(*Continued from page 75*)

powder. Also, there's a lot more asphalt than there is rubber. That little bit of rubber, though, makes a whale of a lot of difference.

It looks now as though some natural rubber powder added to the asphalt mix may stretch the life of a highway so as to materially cut maintenance costs. As far as highways are concerned, this is where the big money goes. Last year's bill for highway repair ran a whopping one billion two hundred thousand dollars. According to highway engineers, it would take an even more whopping forty-one billion dollars to bring up to today's traffic standards the important primary highways in this country. And that, mind you, means main routes only.

Cutting Cost Is Objective

To cut these huge highway costs has been a major engineering objective for years. Engineers knew that the eventual break-up of highway paving was caused by the destructive action of such forces of the elements as air, cold, heat and light. Another factor that causes highways to give up the ghost is the action of water entering the pavement from top or bottom. This water acts to separate the asphalt from the sand, gravel or other constituents with which it is mixed.

As far as their test-tube thinking was concerned, engineers knew that if they could add some element to the asphalt that would slow up the breakdown effects mentioned, they could come up with a highway pavement that would last a lot longer—in a lot better shape.

Along these lines, they experimented with all sorts of chemicals and mixes that they thought might give them the formula they were looking for. Among these was rubber. For years, chemists and engineers knew that natural rubber contained properties that should help retard asphalt breakdown.

The trick, though, was to get the asphalt and rubber to mix in the proper proportions for highway use. It was a trick that kept some of the best highway engineering minds in the world puzzled for a good many years.

Finally, about 15 years ago, some European engineers hit on a combination that would work. As a result, roads composed of natural rubber and asphalt mixes were then laid in Holland and Java.

The Holland road in particular has come through with some amazing results. It is a very heavily traveled stretch outside of Rotterdam. The Germans used this road in their invasion of the Netherlands. The Americans used it to push the Germans out. Despite this heavy military use, the road today is in good condition. In some 12 years of operation, including the extra abuse of military traffic, it has had no maintenance. Today, it still requires none.

This kind of performance looked like the answer to a highway engineer's prayer. To translate this performance into American highway use, though, took more than just prayer. It took a lot of further experiment and ingenuity.

American paving engineers use many types of asphalt and a broad



range of specifications that are not used in Europe. For each of these the percentage of rubber used to get the desired effects had to be varied. Figuring these out used up a lot of pencils. Also, a lot of electricity in laboratory night work.

American engineers finally came up with some answers, however, and started thinking in terms of practical experiments to prove their laboratory findings. Among the states selected for the laying of the first rubber roads in this country were Texas and Virginia.

In Virginia two strips of road were laid. One of them is on Route 250, about five miles west of Richmond. The other is on the same route, about 17 miles farther down the road. In Texas, the test strip of rubber road was laid on Route 81, just north of San Antonio.

Other similar stretches have been laid in Ohio, Minnesota and Canada.

The first of these test roads were laid in May, 1949. They have not been down long enough yet to come up with conclusive findings. However, so far they seem to bear out the results shown in Europe.

With natural rubber added to the asphalt, the pavement seems to get less brittle at below-freezing temperature and less soft in the summer. Also, asphalt-rubber powder mix tends to seal out surface water.

Aside from helping materially to cut maintenance costs, rubber roads provide an added dividend. They are safer. The tests so far indicate that when brakes are applied on a rubber road, a car stops much more quickly than it would on an ordinary surface. In addition, the rubber-asphaltic mix seems to have a tendency to resist the formation of surface ice. Preliminary tests indicate that ice film forms at a lower temperature when rubber has been added to the paving material.

There are side benefits, too. Netherlands engineers report their rubber roads gather little dust. The destructive effect of traffic shock and vibration is apparently materially reduced. Traffic tie-ups due to repair work are less frequent.

Summing up the Virginia, Texas and other tests, it would seem that natural rubber in combination with asphalt paving material gives promise of increasing the elasticity and life of the pavement. Also, the rubber-asphaltic mixture seems to require less maintenance, reduces pavement susceptibility to temperature variations, tends to minimize the destructive effect of traffic shock and vibration, appears also to lower the temperature at which ice will form, and reduces the number of feet it takes to stop a car when brakes are applied by the driver.

That's stretching a little bit of rubber a long way. With rubber roads, however, it would seem that is practical.

Moore Heads Florida Group

Charles R. Moore of Grant Motor Co. has been elected president of the St. Petersburg Automobile Dealers Association, succeeding Leon W. Noel. Andrew W. Brown of Brown Nash Co. is vice-president and Clifford B. Thomas of Thomas Motor Co. is secretary-treasurer of the group.

NO MORE CARBON SCRAPING



Nothing Decarbonizes and Cleans CYLINDER HEADS, CARBURETORS, PARTS Like...

HYDRO-SEAL

GUNK Dunk

$85.00 net

with 50 gallons of Gunk H-S

U. S. Pat. No. 2,107,288

NEW 60 GALLON SIZE

Gunk Hydro-Seal cylinder head and crankshaft cleaning kit. Large enough to take nearly all standard assemblies. Makes purchase of cleaning tanks unnecessary for many shops.

REFUSE SUBSTITUTES

Without the Genuine GUNK trademark, the product may be a cheap imitation partly diluted, will not afford the long life and corrosive protection given by GUNK. Flatly refuse substitutes!

1. Now! You can clean a cylinder head, crankshaft or block easily and completely *bare metal clean* . . . just as a carburetor comes bright out of a Gunk Hydro-Seal Bench Kit.
2. Normal Service Life 1 year (U. S. Pat. 2,107,288)
3. Works hot or cold . . . Self-Scouring . . . Self-Emulsifying
4. Parts rinse bright automatically in seal
5. Safe cleaner for aluminum base alloys
6. Patented Performance and long life

LABOR SAVER . . . LIQUID TOOL

Cleans cylinder heads of carbon without scraping . . . cleans water side of cylinder heads of insulating algae, grease, sludge and scale—thus restoring original thermal efficiency built into engine by manufacturer.

SOLD BY BETTER JOBBERS EVERYWHERE

WRITE FOR NAME OF NEAREST STOCKING JOBBER.

IMMEDIATE DELIVERY

1 GALLON OR A TANK CAR

Dunk comes in Gunk

CURRAN CORP.

Mfg. Chemists

LAWRENCE, MASS.

Kentuckian Wins Pontiac's Highest Parts Prize

BRUCE Weimer of Cooke Pontiac Co., Louisville, Ky., has been named top winner in Pontiac Motor Division's program for parts and accessories managers in more than 4,000 dealerships throughout the United States. He was awarded a gold and silver belt buckle set with two diamonds.

Zone winners included: Hartley J. Hurst of Norfolk, Va.; Wilbur George of Cumberland, Md.; Ray McIntyre of St. Louis, Mo., Harry D. Williams of Greensboro, N. C.; John M. Fenley of New Orleans, La.; C. E. Hughey of Montgomery, Ala.; Kenneth Kinsey of Kansas City, Mo.; Clyde Lewis of Tulsa, Okla.; E. H. Apple of Fort Worth, Texas, and Lonnie Mills of Beaumont, Texas.

Tommie Teague Leaves Packard at Augusta

TOMMIE Teague, who has had Packard at Augusta, Ga., for the last 21 years, has given up the franchise "just to rest."

Louis Ehrlich is president of the new agency, known as Packard Auto Agency, Inc. He has owned a large super-market in Augusta for the past ten years. Other company officers are his son, Clarence, vice-president, and Mrs. Teryl Ehrlich, secretary-treasurer.

McAleer Changes Name

The McAleer Manufacturing Co. has changed its name to Higbie Manufacturing Co., but the McAleer Manufacturing Division at Rochester, Mich., will continue to produce a line of automotive chemicals under that name, President Carlton M. Higbie announced.

Missourians Reelect Kincaid

Herbert Kincaid has been reelected president of the Motor Car Dealers Association of Greater Kansas City and Harold Byers, vice-president, was also renamed for another term. R. G. Bentrup was elected secretary-treasurer of the group.

Critz Builds Warehouse

Dale Critz, Buick dealer at Savannah, Ga., is building a new-car warehouse, it was announced.



ignition replacement parts

fuel pumps • carburetor kits

air cooled coils • voltage regulators



When you use P&D products you can be sure you're giving your customers top performance. Genuine P&D parts are *manufactured completely* in the modern P&D plant — from raw materials to finished products. Long experience in automotive engineering combined with skilled workmanship assures you of the best products you can get.

Take the P&D coil, for example. Notice how the combination high tension terminal for both screw and plug type connections (a solid brass insert) is molded into the cap to assure a moisture-proof connection. Then notice the patented one-piece (seamless) air cooled container — ribbed to give ample surface to dissipate heat. Our exclusive Perma-Sealing method of locking the plastic top to the container makes for an absolutely moisture-proof seal.

Write today for your free copy of Catalog No. 49 giving full information about P&D condensers, contacts, switches, relays, etc. — the one *complete line* of quality starting, lighting and ignition products for all automobiles, trucks and buses.

Turn Out Better Tune-up Jobs With Pee Dee

P&D MANUFACTURING COMPANY, INC.
LONG ISLAND CITY 5, N. Y.



New PRODUCTS AND CATALOGS

400—Static Reducer

Parko Static-Stop, a liquid cleaner which is said to dissipate static electricity generated by the friction of clothing in contact with plastic seat covers, has been placed on the market by Park Chemical Co., 8074 Military Ave., Detroit 4, Mich.

401—Paint Remover

Formula 22 paint remover, which is said to require no neutralizing agent, is now being produced by Aircraft-Marine Products, Inc., Automotive Maintenance Division, 1482 N. 4th St., Harrisburg, Pa.

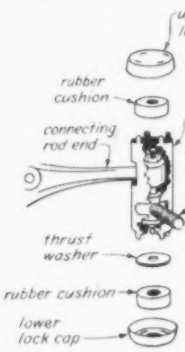
The liquid is brushed over the surface and in a few minutes loosened paint can be rubbed off with a rag, a company announcement stated. It reportedly will raise paint, varnish and lacquer. The compound is available in one-gallon and five-gallon cans.



402—Tie-Rod Shields

A safety shield for tie-rod ends, said by the manufacturer to have the same safety features as a cotter pin in an axle, has been developed by Safety Shield, Inc., 1111 Highland Park Ave., Chattanooga, Tenn.

The shields can be installed without removing tie-rod ends. They form a strong protective shield which permits longer wear of tie-rod ends without danger, the manufacturer said. The illustration shows the construction.



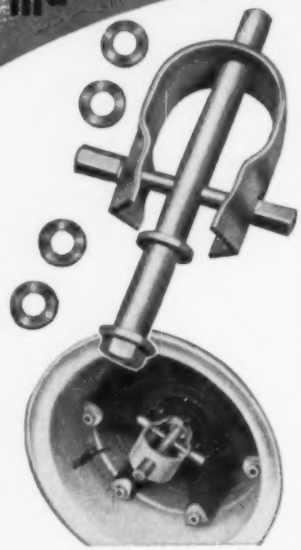
403—Exhaust Fans

A window exhaust fan and a portable all-purpose fan especially designed for the automotive trade are now being marketed by Associated Equipment Corp., 5147 Natural Bridge Blvd., St. Louis 15, Mo.

The exhaust fan is a 20" model that fits windows 29" to 36" wide and is said to move more than 3,500 cubic feet of air a minute. The portable fan, weighing 25 lbs., can be used as a circulator fan, window exhaust or intake fan, the manufacturer stated.

another tough job made easy with...

NEW OTC TRUCK REAR AXLE BEARING NUT WRENCH



ADJUSTABLE — LETS WHEEL DO THE WORK

Now for the first time adjustable wrenches to remove bearing lock nuts and adjust rear wheel bearings on full floating truck axles. Axle nut is tightened or loosened by turning truck wheel.

Sturdily built for long, tough service, each wrench adjusts to several sizes. Four wrenches fit Hex sizes from 2" to 4¼" and three wrenches fit Octagon sizes from 3" to 5".

Wrench No.	Adjustable From
1202	2" to 2⅜" Hex
1204	2½" to 2⅞" Hex
1205	3" to 3½" Oct.
1206	3" to 3½" Hex
1207	3⅛" to 4¼" Oct.
1208	3⅛" to 4¼" Hex
1209	4⅜" to 5" Oct.

Another OTC special design that makes a tough job easy—and profitable.

cut tool costs - save time - save equipment

SEE YOUR JOBBER OR WRITE OTC FOR COMPLETE INFORMATION

OWATONNA TOOL COMPANY
306 CEDAR STREET
OWATONNA, MINNESOTA

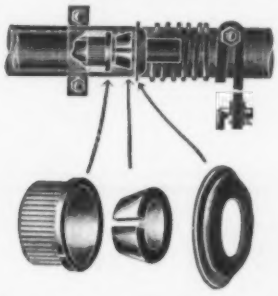
OTC

THE SIGN OF BETTER TOOLS FOR EVERY JOB

404—Take-Up Bushing

A lower gear shift shaft take-up bushing, designed to give easier and more positive shifting on 1940-48 Chevrolet cars and trucks, has been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

No. 465, as it is identified, consists of a brass drive-in sleeve, bronze split



bushing and cup washer. The unit can be installed in 15 minutes, according to the manufacturer.

405—Manometer

A straight, low-reading manometer, called the Lo-Vac, has been added to the line of Price Instrument Engineering Co., Inc., Newport News, Va.

The instrument can be operated by air from the shop or by bottled air. Car-specification cards are inserted in a transparent holder behind the mercury column for easy checking. The unit can be adapted to modern distributor test fixtures, the manufacturer stated.

406—Headlight Tester

A headlight tester, featuring condensing lenses, sensitive photo-electric cells and a calibrated screen, has been placed on the market by Manbee Equipment Division, 185 North Wabash Ave., Chicago 1, Ill.

Tests include lateral aim of beam, beam elevation and light volume output. The unit may be used for both passenger cars and trucks.



407—Wire Brush

The Skil Flex wire brush, featuring wires locked in a solid rubber core to reduce the danger of flying bristles, has been placed on the market by Skilsaw, Inc., 5033 Elston Ave., Chicago 30, Illinois.



The rubber mounting allows brush to be used right down to core, the manufacturer said, giving up to four times longer service. The core is also said to reduce vibration and shock. Brushes are available in 4", 6", 7" and 8" diameters.

408—Lighting Manual

A 16-page revised edition of its Automotive Lighting Service Manual has been issued by Westinghouse Lamp Division, Bloomfield, N. J. It gives tips on replacing various automotive lamp bulbs, testing and aiming headlights and suggestions for increasing sales.

Snugl WHEEL BALANCING WEIGHTS

Passenger Cars, Trucks, Buses

K & L

REGULAR PASSENGER

Sizes ½-1-1½-2-2½-3-3½-4-4½-5-5½ & 6 oz.

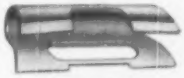
For: Especially Designed For K or L Type Rim Flanges



FRONT ANGLE VIEW



CROSS SECTION



SPRING STEEL CLIP USED



REGULAR PASSENGER



SPECIAL THIN PASSENGER

*Watch For New K & L Special Thin Coming Soon.

MID-WESTERN AUTO PARTS

MANUFACTURERS EXCLUSIVELY

KOKOMO, INDIANA WHITTIER, CALIFORNIA

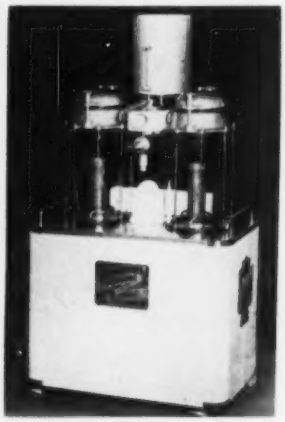
409—Crank Knobs

A line of plastic crank knobs, designed for universal replacement on window handles of cars and trucks, has been announced by National Autocraft Mfg. Co., Orlando, Fla. Each Kranknob, as they are called, has a self-adjusting screw to permit a good fit for varying sizes of handle shafts. A display board holding 25 knobs is available.

410—Block Cleaner

A redesigned Pressure Purger for cleaning cooling systems and motor blocks has been introduced by Choldun Manufacturing Corp., 11 West 42nd St., New York 18, N. Y.

A baffle arrangement retains the full chemical solution at all times and assures that none of the solution is wasted, a company announcement said. The



chemical is forced back and forth through the cooling system and motor block by a reversing mechanical agitation. The unit operates by air and is housed in a steel cabinet with baked-enamel finish. Pyrex glass cylinders permit car owner to see sludge, grease and rust removed from his car.

411—Stud Assortment

No 60 stud assortment for manifold, transmission and motor repairs has been placed on the market by Champ-



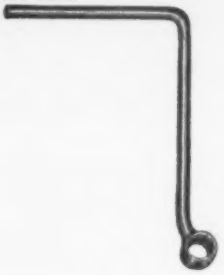
Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

The set contains 126 studs in 21 different sizes for work on cars, trucks and tractors. Threads are from 5/16″ to 7/16″ and lengths are from 1 1/2″ to 4″. All studs are of high-tensile steel, heat-treated for greater strength.

412—Starter-Bolt Wrench

A wrench to handle starter bolts on 1949-50 Chevrolets without removing the solenoid has been added to the line of Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The tool has a 3/4″ opening. It is drop-forged from alloy steel for greater strength and longer life. It is said by the manufacturer to reduce greatly the time required for removing these hard-to-reach bolts.



JOBBERS

HERE'S A NATURAL FOR YOUR SPRING PROMOTION

4 GREAT ARROW ASSORTMENT DEALS ARE NOW AVAILABLE

No. 9 on GENERATORS
No. 10 on STARTERS
No. 11 on ARMATURES
No. 12 on ARMATURES

To help you promote these deals you can extend BUDGET TERMS, we will back you up with a SPECIAL DATING PLAN . . . *and we have a deal for your salesmen too!*

START SELLING DEALS NOW for Immediate Profit and to cash in on terrific FUTURE REPEAT BUSINESS.

MAIL YOUR ORDER TO US TODAY!

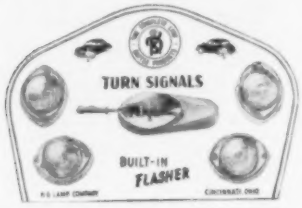
Immediate Delivery — Full Transportation Allowed

GENERATORS STARTERS ARROW ARMATURES FIELD COILS

ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

413—Turn Signals

A turn-signal set for passenger cars, station wagons and light commercial vehicles is now available from K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.



KD C725 10D, as the set is identified, consists of two each KD C725 amber and red lights and one KD 714FP flashing switch. All are mounted on heavy board with an easel which can be wired for flashing demonstration with battery.

414—Governor

A device to hold a car or truck within any desired limit from 30 to 60 miles an hour has been developed by Speedmaster Corp., Plainville, Conn., a division of Markley Corp.

The unit works through a pick-up interposed between the speedometer and transmission. When the vhicle attains a predetermined speed, the pick-up sends an electrical impulse to a solenoid, which turns a butterfly valve installed between the carburetor and intake manifold. The valve automatically regulates the gasoline supply to the cylinders so the selected speed may be maintained but not exceeded.

The device works at the same miles-per-hour rate in whatever gear the vehicle may be driven, a company announcement stated. Optional features include a safety light to warn the driver of his approach to controlled speed so he will not attempt to pass another vehicle. Another optional feature, designed primarily for family cars, is a key-operated lock which can put the device in operation or take it out of operation.

415—Merchandiser

Springliner merchandiser No. 10, especially designed for small shops, is now available from Moog Industries,



Inc., 6650 Easton Ave., St. Louis 14, Mo.

The rack will hold 11 springs or 22 main leaves in an easy-to-handle position.

416—Plug Service

The 600 series of service units for cleaning and checking spark plugs has been announced by Champion Spark Plug Co., 900 Upton Ave., Toledo, Ohio.

Floor and bench types are available, both using 115-volt, 50/60-cycle current. Compressed air requirements are 120 to 180 lbs. a square inch. The unit is 20" wide and 14" deep.



48% PROFIT FOR YOU!!

(PLUS YOUR SERVICE CHARGES)

ON AN INVESTMENT OF LESS THAN $120

WITH ARROW'S SENSATIONAL GENERATOR DEAL



Deal No. 9 (illustrated) consists of 9 ARROW SELECT QUALITY Generators — 3 for Ford & 6 Universals — covers 85% of the cars on the road — set up in a sturdy, automotive type steel bin which is included FREE OF CHARGE.

- **Have a complete generator stock available for immediate service on all popular cars at all times.**
- **No lost sales because jobber is closed when you need a generator. Assortment #9 provides small diversified stock to meet all calls.**
- **Famous Arrow Quality assures you of selling a dependable generator and you make a substantial profit.**

Mail your order to us today — it will be delivered and billed at $119.95 by your jobber. Attractive budget plan if you desire.

A SIMILAR DEAL IS AVAILABLE ON STARTERS AND ARMATURES. WRITE FOR DETAILS.

GENERATORS STARTERS **ARROW** ARMATURES FIELD COILS

ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

417—Wrench Set

A 1/2″ square-drive socket wrench set, called the Master Supreme Set, has been placed on the market by Snap-on Tools Corp., Kenosha, Wis.

It consists of 15 double hexagon sockets ranging in size from 7/16″ to 1 1/4″, a 10″ ratchet, 18″ nut spinner, 15″ sliding bar, 18 3/4″ speeder, universal joint and 3 1/2″, 5″ and 10″ extension bar. The sockets feature a lock-groove in each of the four sides of the drive hole to grip the friction ball on the square drive of the handle. All units are heavily plated with chrome for lasting appearance.



418—Body Kit

A service kit for body reconditioning has been added to the blind-rivet line of Vee-Lox Rivet & Tool Corp., 700 Jamaica Ave., Brooklyn 8, N. Y.

The kit contains 100 1/4-inch diameter rivets and the necessary tools to install them, a ratchet wrench and a holding tool. An "F" drill is also included in the assortment.



The standard kit includes the same equipment plus a stepping tool which mounts in a bench vise and which will roll either a 3/4″ or a 1″ offset on the edge of a sheet-metal panel. The standard kit is packed in a metal carrying case and the service kit in a heavy cardboard box.

419—Regulators

A simplified line of voltage regulators which reportedly makes it possible to service most cars with only three types has been introduced by American Bosch Corp., 3664 Main St., Springfield 7, Mass.

A kit containing one each of the three regulators, application specifications and installation instructions is now available.

420—Soldering Handbook

A 20-page handbook which takes the reader step-by-step through the soldering process has been issued by Weller Manufacturing Co., Packer St., Easton, Pa. "Soldering Tips," as it is called, explains time-saving methods and suggests solders and fluxes for various jobs.

421—Hand Cleaner

A waterless hand cleaner, containing lanolin to replace skin oils lost because of action of solvents, of gasoline, turpentine, etc., has been announced by John T. Stanley Co., Inc., 626 W. 30th St., New York 1, N. Y.



Mobo Handi-Wipe, as it is called, is said by the manufacturer to remove dirt, grease, paint, oils and stains without irritating the hands. A counter display is packed in each case.

422—Radiator Hose

Rub-Bub neoprene flexible radiator hose, built like heavy-duty, high-pressure industrial hose, is now available in 19 sizes from Samuel Moore & Co., Mantua, Ohio. The hose is made of alternate layers of synthetic rubber and heavy canvas fabric with a neoprene core. It is recommended by the manufacturer for buses, trucks and fleet vehicles which receive hard usage.

BURD JOBBERS ARE

Good People to Deal With



You'll enjoy doing business with your Burd Jobber because he operates on the principle that his success depends on your prosperity. He handles Burd Piston Rings because he knows they are good for your business—that for performance, price, and profit you will like everything about them. Complete line coverage and quick stock service are his specialty. Call him on your next piston ring replacement job. You'll see what we mean!

BURD JOBBERS BACK UP YOUR BUSINESS WITH . . .

- A close-by, one-stop source of supply that serves you quickly—saves your time.
- A friendly source of experienced counsel on your business, its finances, present and future prospects.
- A clearing house for manufacturing information because of close factory connections.
- A *wholesale* source of supply not competing with you in retail selling.
- An adequate stocking source to help you service *all* vehicles and engines.

THE BURD LINE

MEETS EVERY PISTON RING NEED

Your Burd Jobber can supply you with the proper combination set to do the job as it should be done.



"SUPER HI-SPEED" COMBINATION SETS

A scientifically engineered ring assembly designed to restore compression and control oil under extreme conditions of cylinder distortion and advanced wear.



"HI-SPEED" COMBINATION SETS

For general motor reconditioning . . . sealing modern, high-compression engines . . . especially designed for cylinders with moderate taper.

Burd supports your automotive jobber—believes you should, too. He has your interests at heart.

GET IT FROM YOUR JOBBER

BURD PISTON RING CO. ROCKFORD, ILLINOIS



423—Oil Pump

A hand-operated oil pump which is said to dispense automatic-transmission fluids at the rate of one pint per six pump strokes has been placed on the



market by Balcrank, Inc., Cincinnati 9, Ohio.

Model 1844 fits original 100 lb. containers and may be supplied with base, truck or dolly. Equipment includes 5′ ½″ hose, 8-pint non-totalizing meter, one straight nozzle, one hook-type anti-drip nozzle and dust cap.

424—Stud Wrench

A stud wrench for removing and installing cylinder studs has been announced by Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.



The tool requires less room in which to operate because it turns on its own center and is not eccentric. Wrench tightens as pressure is applied, a company announcement said, and is released by turning the knurled collar. Its maximum diameter is 2″ and it can be operated with either ½″ drive socket handle or 1″ open-end box wrench.

425—Oil Changer

The Minute oil changer, a portable unit which weighs about 5 lbs., has been placed on the market by Lostro, Inc., Newton, Ohio.

The changer is operated by inserting a tube in the measuring-stick opening and pressing a trigger. Oil can be pumped into a bucket in about 40 seconds, the manufacturer stated. New oil is poured in to complete the job. The changer features an electric pump which operates on 110 volts, either direct or alternating current.

Please send me additional information on the following New Products described in the June, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No._____ No._____ No._____ No._____ No._____

Name (please print) _____

Company _____ Position _____

Number and Street _____

City _____ Postal Zone_____ State_____

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL, 806 Peachtree St., N. E., Atlanta 5, Ga.

HERE'S A **big buy** FOR BODY SHOPS



● This handy "package" contains extra convenience and extra profits for body shops and garages.

All the popular sized tapping screws are at your fingertips—no fuss and fumbling to find what you want. The sturdy partitioned steel cabinet is suitable for counter or shop use; contents and prices are plainly marked on the lid. Your piece-by-piece sales profit is $17.25.

Ask your jobber for the Lamson "SM-2" Tapping Screw Assortment, or write us direct.

THE LAMSON & SESSIONS COMPANY
General Offices: 1971 West 85th Street, Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

Automotive Fasteners
LAMSON & SESSIONS

426—Body Filler

A metal filler, said to spread rapidly and to be tough enough for disc sanding, has been developed by Minnesota Mining & Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn.

The filler can be applied by squeegee or knife and needs no primer, a company announcement stated. It can be sanded by hand, vibrating sander or disc sander. It is recommended by the manufacturer for filling rust pits, dents, scratches and holes in vehicle bodies.

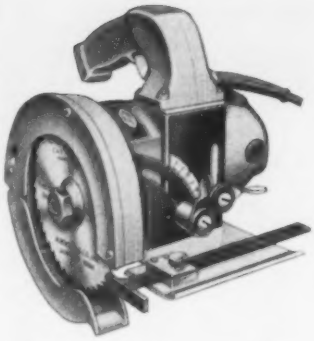
427—Polishing System

Spray Glaze, a composition which can be applied to the car with a special spray gun under 30 to 35 lbs. pressure, has been developed by E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

The product, which is not a wax, dries white in two or three minutes, the manufacturer said, and can be wiped off, leaving a dry luster with good durability. No rubbing or buffing is required. Two cleaners have been developed to go with the product, one for cleaning by hand and one for machine cleaning.

428—Hand Saw

A Sioux electric hand saw, featuring helical-gear drive and an adjustable rip scale guide, has been announced by Albertson & Co., Inc., Sioux City 3, Iowa.



The saw blade has a 6¼" diameter and a 2" depth of cut in wood. The free speed is 5,300 r.p.m. The body is of aluminum alloy with a safety guard which has a spring return.

429—Clothes Hanger

The Trav-L-Rak automobile clothes hanger, which clips over window glass without bolting, has been added to the line of K-D Manufacturing Co., Lancaster, Pa.



Window can be closed if desired or it can be left open without danger of hanger bouncing off because of a deep flange, the manufacturer said. It has a rust-resistant cadmium finish and can be imprinted for use as an advertising souvenir.

430—Cylinder Catalog

A catalog on its line of hydraulic brake cylinders has been issued by Mercury Brake Products Co., 1532 W. Fulton St., Chicago 7, Ill. The catalog



includes wheel and master cylinders for popular cars. Interchangeability tables and diagrams on how brake systems operate are included.

New! oversize shocks for Chrysler-built cars

BRIGGS SupeRides

cost no more than ordinary shocks!



For smooth, *uniform* ride control, Chrysler-DeSoto ('38-50) and Dodge-Plymouth ('39-50) really need oversize shocks. And new Briggs SupeRides are *really* oversize—inside and out. SupeRides have an extra-large, 1⅜" working cylinder . . . 14% extra fluid capacity . . . Briggs' new, patented piston with O-Ring Seal. Best of all, SupeRides with factory-installed bushings *cost no more than ordinary shocks.* Sell a set to every vacationing family with a Chrysler-built car. Your NAPA Jobber has SupeRides *now!*

THE BRIGGS SHOCK ABSORBER COMPANY
CLEVELAND 3, OHIO
Division of The Gabriel Company

BRIGGS SHOCK ABSORBERS

NAPA Symbol of Quality

"For the ride of your life—For the life of your car!"

431—Jacks

Four Liftmaster service jacks, with capacities up to 10 tons, have been placed on the market by The Joyce-Cridland Co., Dayton 3, Ohio.

The jacks include: the 2-ster L-2, a two-ton, single-speed, lightweight jack which is recommended by the manufacturer for service calls; the 4-ster L-4D, a two-speed, four-ton model for passenger cars and light trucks; the 4-ster L-D, a similar single-speed model with four-ton capacity, and the 10-ster, a 10-ton, two-speed model for trucks and buses. The illustration shows the 10-ton.



432—Vacuum Gauge

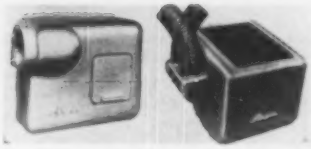
The Mile-O-Meter vacuum gauge, which is said to register gasoline mileage at various speeds and enable the driver to know what speed is most economical, has been announced by Gale-Hall Engineering, Inc., Boston 18, Mass.

The gauge is mounted at the lower left-hand corner of windshield in view of the driver. It operates by measuring the pressure existing in the manifold by a connection through windshield-wiper hose. The gauge also indicates to the driver the need for engine tune-up, the manufacturer stated.



433—Car Heaters

A fresh-air type heater said to give 50 per cent more heat and occupy 50 per cent less space and a recirculating heater have been added to the line of Noblitt-Sparks Industries, Inc., Columbus, Ind. They are shown above.



Arvin Model 300, shown at left in illustration, permits triple control of temperature and circulation with variable-speed blower switch, dash temperature control and defroster control. At the driver's option the heater draws in fresh air through the car's air ducts or recirculates air inside the car.

Model 200 recirculating heater, at right in illustration, has the core placed at top of heater and a 7", eight-blade fan to force heat downward toward passengers' feet. It is said to fit practically all makes of cars and trucks.

434—Cell Tester

A battery-cell tester with a 2½" meter calibrated to indicate charge-discharge-dead as well as actual cell voltage has been added to the King line of the Electric Heat Control Co., 9123 Inman Ave., Cleveland 5, Ohio.

Model CC-3, as it is identified, has a temperature-compensated load of approximately 200 amperes, equal to the average engine starter load.





Some of the 400 guests who attended the 30th birthday party of Automotive Electric Co., Johnson City, Tenn., are pictured here. Customers came from Tennessee, Virginia, North Carolina and Kentucky to celebrate the anniversary and hear about the latest developments in automotive refinishing at a clinic conducted by Jim Ferguson of the Du Pont Refinishing Division. President Clarence C. Erskine, who arranged the meeting, is second from the left on the front row.

●



SPONTANE
STEAM CLEANER

Makes More Money for You

You show a better profit with a Spontane Steam Cleaner, because this machine uses less compound, less fuel — and does every job faster. This is made possible by Spontane's exclusive Hydro-Therm Flow circulation system and other advanced features which no other steam cleaner gives you. Choose Spontane and you choose the best.

Spontane Mfg. Company

Incorporated

110 PEAR ST., S.E. • ATLANTA, GEORGIA

Southern Jobbers

(Continued from page 83)

"If you can sell that name over your door for good service, for the right lines, during the next year, you'll get the business . . . . Management is going to be more important than it ever has. Call it 'disciplined selling' if you wish."

Said B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, in a talk on "Manufacturer-Jobber Relations:"

"Know your costs. Know as nearly as you can what goods show you a fair margin of profit.

"Push goods that give you a fair margin of profit . . . .

"Don't throw your profit away. One of the easiest ways is to give credence to what you hear your competitors are doing, and then let your salesmen meet it. . . .

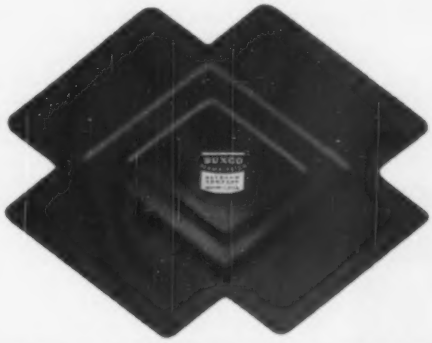
"Never in 27 years of trade association work have we had as many letters through our office involving basic principles of relationships between manufacturers as jobbers as in the last 18 months."

The second day's session included the slide-illustrated presentation of the "Get It from Your Jobber" program by T. Faxon Hall, sales promotion manager of Walker Mfg. Co., Racine, Wis., and addresses by Hal Hamby of Southern Bearings & Parts Co., Charlotte, N. C., and Executive Secretary Nathan M. Roberts of the Automotive Wholesalers' Association of Alabama on "The Advantages of a Local Wholesale Association."

A luncheon, social hour and banquet were on the first day's program.

Arnold Siegal of Alabama Auto Parts Co., Birmingham, president of the show, praised committee officials on their successful arrangement for the conference.

GREAT NEW PATCH MEANS GREAT NEW BUSINESS



BUXCO "PERMA-PATCH" puts profits in your pockets



The new Buxco "Perma-Patch" already has the trade atalkin' for this great new patch has what customers need and want — a really tough, smooth-riding repair job. Has what jobbers want and need, too — a great talent for selling!

Clearly labelled, easily used, Buxco's "Perma-Patch" is flexible at any speed, strong by any standard: multi-cord construction makes repair as strong as tire itself. Because it was designed with your sales in mind, Buxco's "Perma-Patch" is a great money-maker for you.

Write at once for your copy of the new 1950 catalog of Buxco profit-making tire patches, CORD MATS, contour mats, utility mats, etc.

BUXBAUM Company

AUTOMOTIVE PRODUCTS DIVISION . . . CANTON 1, OHIO



Belt Sanders
Bench Grinders
Drills
Drill Stands
Fender Hammers
Grinders
Electric Hammers
Impact Wrenches
Nibbler
Nut Setters
Polishers
Sanders
Saws
Screw Drivers
Tappers
Valve Refacers
Valve Reseaters
Air Tool Kits

DELIVER

50% MORE POWER!



The new Thor Silver Line Electric Sanders are winning wider acceptance every day because of their amazing power. For sanding . . . for grinding with cup wheels . . . for wire brushing . . . they are being used on more and more new applications everywhere. Available in 7" and 9" disc sizes, in speeds and sizes for standard and heavy duty service.

INDEPENDENT PNEUMATIC TOOL CO
AURORA, ILLINOIS



Write For Free Electric Tool Catalog E-2

GET IT FROM YOUR JOBBER

Thor TOOLS

ASK FOR THE Silver Line

Introducing: The New President of MEWA

WHO is Jimmie Parker, the new president of MEWA? (See election story on page 82.)

Jimmie Parker was born in Philadelphia, Miss., July 7, 1908, and six months later the family moved to Laurel, Miss. They moved in 1919 to Mobile. In 1926 he began working for W. C. "Bill" Betbeze at Auto Gear and Supply Co. after school and on Saturdays at $5 a week. He graduated from high school in 1927 and started in full time at Auto Gear.

In 1931, when E. B. Conn of Central Electric Co., Hattiesburg, Miss., purchased Auto Gear and Supply, Parker and Betbeze then opened the first front-end, alignment and spring service in their area under the name of Betbeze & Parker.

In the fall of 1932 Parker went to work for Central Electric in Mobile and on Aug. 1, 1934, was made manager of the store. On Nov. 11, 1940, Motor Parts & Supply Co. was opened at 451 St. Louis Street, occupying a new building which was erected for the purpose. The company was successful from the beginning, so in 1944 the overcrowded conditions required the renting of warehouse space in another location. In June, 1945, operations were moved next door.

In November, 1945, the four partners and original stockholders decided to buy another parts house. They acquired Sharp Automotive Supply Co. at Chattanooga, Tenn., and in July, 1947, a branch store was established at Prichard, just outside of Mobile.

Jimmie is married and has a six-year-old daughter. He was president of the Automotive Wholesalers' Association of Alabama in 1945-46. He has served on the MEWA board since May, 1947.

He is superintendent of the Sunday School for the fourth year at Dauphin Way Baptist Church, having an enrollment of 2,775, including 300 teachers and officers. He is vice-chairman of the board of deacons. Parker is a charter member of the Mobile Optimist Club and has been prominent in civic affairs.

"The only reason I have been able to do all this extra work," Jimmie said, "is because I have the finest organization in the country—loyal, well-trained and interested in the welfare of the business."

Robert Fowlkes is now counterman for the West Monroe, La., branch of the **Crow-Burlingame Co. Unit** of **Ozburn, Crow & Yantis Co.** He was formerly territory salesman.

This "ignition service school on wheels" is used by Shurhit Products, Inc., to train jobber salesmen and mechanics. The truck can be driven right into the shop for on-the-spot clinics. It carries equipment for demonstrating and testing coils, condensers, regulators and other parts. There is also a motor analyzer hooked up ready for use.

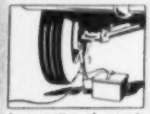




LEMPCO'S Vibrascope Wheel Balancer



Lift wheel slightly off the floor, wedge spinner between tire and floor and flip switch.



In a matter of seconds wheel is turning at high speed The actuating arm on brake drum transmits vibration to an electrical circuit connected to neon spotlight.



The neon spotlight flickering in tune with actuating arm stops motion of paper strip on wheel and tells where wheel needs correction.

The lowest cost and most remarkable method for static and dynamic on-the-car wheel balancing

- ✓ **WHILE YOU WAIT SERVICE**—All four wheels balanced in less time than it takes for chassis lubrication.
- ✓ **NO SKILL NEEDED**—The light signal locates spot where the weight is to go.
- ✓ **ACCURACY**—Tested in a matter of seconds after weights are added.
- ✓ **LOW COST**—Its simplicity permits Lempco to offer it at a lower cost than other types of balancers.
- ✓ **BALANCES ENTIRE WHEEL ASSEMBLY**—Not just tires and wheels.
- ✓ **TRUCKS, TOO.**

$247.50 F.O.B. FACTORY

SEND COUPON FOR DETAILS

LEMPCO PRODUCTS, INC.
5490 DUNHAM ROAD • BEDFORD, OHIO

LEMPCO PRODUCTS, INC. SAJ 6
5490 DUNHAM ROAD, BEDFORD, OHIO
Gentlemen:
Please send me details how the Lempco Vibrascope Wheel Balancer can corner the wheel balancing business in my neighborhood.
Name.....
Address.....
City.....

Makers of World's Largest Line of Quality Automotive Shop Equipment



These salesmen gathered in Kansas City recently to attend the 1950 sales meeting of The E. S. Cowie Electric Co. and the celebration of the firm's 50th anniversary. Salesmen from the Wichita, Salina and Dodge City, Kan., Enid, Okla., and Amarillo, Texas, branches, as well as the Kansas City personnel, attended the anniversary meeting.

Cowie Marks 50th Year With Sales Meeting

THE E. S. Cowie Electric Co., Kansas City, Mo., touched off the celebration of its 50th anniversary with a sales meeting and the issuing of an attractive brochure on the firm's growth.

The brochure, which is illustrated with photographs and cartoon-type drawings, tells something of the history of the Midwest and the automotive industry as well as giving the highlights in the firm's history.

"While we are unlike a certain peculiar bird that is said to fly backward because he does not care where he is going but only wants to know where he has been," company officials said in the brochure, "yet we believe an occasional backward glance to the yesteryears not only will do no one harm but is likely to rekindle the flame of enthusiasm, blending the mellowness of the past into the bright anticipation of the future."

E. S. Cowie, who established the business as a phonograph company in 1900 but soon expanded to electrical lines, is president. L. E. Thorn of the Wichita branch is general manager. Branch managers include: A. K. Wilcoxson at Amarillo, Paul Dinsmore at Enid, J. D. Von Achen at Salina and V. C. McKinley at Dodge City.

Maxie Blalock Buys Decatur Parts Co.

MAXIE P. Blalock, owner of Athens Parts Co., Athens, Ala., recently purchased Decatur Parts Co., Inc., Decatur, Ala.

"To be perfectly honest with you, business in Decatur has been better than we had anticipated, which pleases us greatly," he said.

Both stores are operated under NAPA franchise.

Whit Reeves, territory salesman for the Marshall, Texas, branch of the **Crow-Burlingame Co. Unit** of **Ozburn, Crow & Yantis Co.**, is back on the job after an illness.

Holfast is BEST by YOUR test!

Prove to yourself that HOLFAST has quality your customers can see and will ask for.

It's simple! FOLLOW THESE EASY STEPS.

1. Examine the unretouched photograph shown below, which pictures nine different, well-known fan belt brands on today's market. Each has been cut to show construction.

2. Select the belt that appears to you as the best in quality engineering.

3. Note the number appearing below your first choice.



4. Turn the page upside down and see if you selected HOLFAST.

If you are not now selling Holfast products, it will pay you to investigate today!

The
HOLFAST
Rubber Company
Atlanta, Georgia

HOLFAST

If you selected Number Eight, your choice of quality is HOLFAST.



You're looking at a shipment of more than 600,000 spark plugs, the largest sent to a Champion distributor in many years. The plugs were shipped to organizations controlled by Boozer-Test Management Service of Indianapolis, Ind., which includes these NAPA Warehouses: Motor Parts Depot, Inc., Louisville, Ky.; Authorized Motor Parts, St. Louis, Mo.; General Auto Parts Co., Kansas City, Mo., and Motor Parts Depot, Inc., of Dallas, Houston, Fort Worth and San Antonio, Texas.

●



Art Styron Sets Up Agency at Atlanta

ART Styron, formerly director of replacement sales for the Thermoid Co., has opened a sales organization under his own name at 839 Barnett St., N. E., Atlanta. The firm will be southeastern representative for Par Manufacturing Co., Shepard-Thomason Co., Cristy Chemical Corp. and Baldwin Rubber.



Mr. Styron

Styron started in the industry at 13 as a "grease monkey" at the old Joseph G. Blount Co., Georgia distributor for Maxwell and Chalmers automobiles. In 1922 he joined Alexander-Seewald Co. of Atlanta. He went to Thermoid in 1927 as a missionary man and was successively district manager, division manager and director of sales. He is a member of Automotive Booster Club B-6.

Willman Killed in Texas

Ed Willman of the purchasing department of W W Auto Parts, Inc., San Antonio, Texas, was killed in a three-car automobile accident recently. His wife and daughter were seriously injured.



New officers of the AERA are (l. to r.): President H. B. Truslow, Richmond Auto Parts Co., Richmond, Va.; W. M. Hudgins, first vice-president, Koochook Co., Inc., St. Louis, Mo.; Morrill Palmer, Joliet, Ill., second vice-president, and R. G. Patterson, renamed executive vice-president, Cleveland. C. W. Yount of Indianapolis was reelected treasurer.

Advertising Can Check Decline, AERA Hears

THE decline of engine-rebuilding volume can be halted in its tracks by active advertising and promotion, J. R. Riley of National Bushing & Parts Co., Minneapolis, Minn., told the 28th annual convention of the Automotive Engine Rebuilders Association at St. Louis on May 18-20.

The 1948 engine-rebuilding volume was lower than the 1947 total with the over-all aftermarket industry the greatest in history, Riley said. Engine business is being lost to competing industries and must be brought back, he declared.

Proof that advertising and promotion will do the job was offered in the case of a midwestern jobber who, according to Riley, doubled his machine-shop business after using promotion material.

David H. Nicholson of Sunnen Products Co. and Al Evans of Ford Motor Co. also spoke.

While more than half of the three-day program was devoted to technical phases of the industry, and talks by experts and engineers, considerable time was spent in threshing out the gnats that annoy all types of business. The wage-and-hour law, personnel relationships and taxes were among the problems considered.

Boulton Dies in Oklahoma

J. W. "Bill" Boulton, head of the Unit Parts Co. of Oklahoma City, Okla., died last month as the result of a heart condition that had persisted over a period of years. He was active in the affairs of Automotive Booster Club Sooner No. 37 and was chairman of the entertainment committee.

"General conditions in our territory are very good," reported **P.** manager of **Plant City Auto Supply**, Plant City Fla., reported recently. "We are adding another man as stock clerk and installing a card system on stock control"



Eight Things to Retard Squeeze on Net Profits

Here are excerpts from an address, "Squeeze on Jobber Profits," at the Southeast Show Conference at Atlanta last month. The speaker recently opened one of the finest jobber establishments in the South. He is AERA's new president.



By H. B. TRUSLOW
President, Richmond Auto Parts Co.
Richmond, Va.

I CONTEND that as long as we have to do a retail business at wholesale prices with a small-unit sale and give retail service, we must have something better than a wholesaler's margin of 18 to 24 per cent.

Too many manufacturers are trying to sell the wholesalers on the idea that they can render present-day service, pay increased costs of operation and live on 18 to 25 per cent gross. Too many manufacturers are constantly changing net prices and using propaganda to keep the wholesalers confused.

Too many product groups and cooperative meetings are setting policies without proper knowledge of the problems of the wholesalers.

There are many things that you can do which will save time and money to help in the squeeze on jobber net profits; in fact, they might save your business.

I recommend:

1.—That you install a cost-and-sales-analysis system, if you do not already have one, sufficient to determine the profit structure and to place you in a position to do aggressive selling.

2.—Sell only those lines that are profitable to your business. The old sugar - in - the - grocery - store days are over, and every barrel must now stand on its own head.

3.—Support the manufacturers who cooperate with you. By this I mean those who have a good product, a good sales policy, reasonable distribution, a good obsolescence policy and good territorial men who are willing to break up unethical competition on their line.

4.—Discontinue handling lines that are overdistributed, which breeds price-cutting, and give this business to the manufacturer who has a reasonable distribution policy.

5.—Do not spot buy unless your profit on the regular line is not sufficient to give you a reasonable profit.

6.—Sell your merchandise at the suggested resale prices. Stop chiseling on one another, for two reasons:

First, to insure a reasonable profit for yourself.

Second, you will not give manufacturers an excuse to lower your gross margin of profit.

This applies to everything and goes double on equipment. Just remember, when you cut or meet a 15 per cent sale on equipment, you must sell twice as much, which is impossible. Take what you can get at list with an extreme discount of five per cent for cash and let the other fellow have the rest. You will eliminate him as competition much quicker if you do.

7.—If you have a machine shop, don't call it a necessary evil. It is the best thing you have to sell, as your new competitors do not have complete shops, and shops are necessary for service. Give it the consideration it deserves in executive sales and advertising help, and it will in turn help you succeed.

8.—Be strict with credits and collections. Don't be silly enough to sell equipment on a long-term basis with no down payment. Remember that a lot of your customers are going out of business in the next two years.

BE SURE BEFORE YOU BUY....



Only...



GENUINE Smithy's HAS THIS STAMP OF QUALITY

Originators and Still Leaders Since 1920 • Custom Built • Steel Packed • Straight Thru Type • Deep Tone-Mellow Purr • More Mileage • Added Power • Less Back Pressure • Longer Life

JOBBERS IN PRINCIPAL CITIES

INVESTIGATE . . .
this money-making opportunity in Smithy's line of single and dual custom-built mufflers and exhaust accessories.

Write for Catalog and name of nearest jobber.

Display boards, folders, catalogs and newspaper mats available.

CALIFORNIA MUFFLER SALES CO.
5638½ N. BROADWAY • CHICAGO 40, ILLINOIS
Phone LOngbeach 1—8043

Store and Shop Volume		Labor Sales		Labor Costs		Shop Profits	
Up	Down	Up	Down	Up	Down	Up	Down
	23.7		.061	.063			.061
	10.		10.	——	——		30.
	8.9		16.8	4.3			155.7
	10.1		15.2	3.3			108.1
	14.		33.	6.			36.
	4.		10.		4.		2.
	20.		20.	10.			10.
	10.	10.			7.	14.	
	8.07		14.92		.33		2.59
	17.		10.		3.	5.	
	25.		9.1	7.			3.5
	10.		20.	20.			50.
	8.		4.	3.		2.	
	11.		10.		10.		11.
	22.		27.	2.		5.	
	16.		21.	8.			38.
	21.		15.		.045	.051	
	8.	3.		5.		2.07	
	6.88		12.24		2.42	2.21	
	22.		23.	10.			15.
	17.3	11.		7.		4.	
	13.		20.	10.			12.
5.6			23.19	8.			7.
	30.		30.		10.	30.	

Executive Vice-President Robert G. Patterson of the Automotive Engine Rebuilders Association released this data last month to this magazine while in Atlanta addressing the Southeast Show Conference. The data came from wholesalers over the country whom he selected recently as being especially capable of supplying the exact data on the forms he submitted to them. Each line, reading across, represents the report from one jobber. Some were big operators and some were small. Figures are in percentages.

Mills-Morris Publishes Big Paint Catalog

A 32-PAGE catalog, titled "Everything for the Paint Shop," has been prepared by Mills-Morris Co. of Memphis, Tenn., for distribution to its customers.

"We have published and distributed what we believe to be the first and only catalog issued by automotive paint distributor devoted entirely to the sale of 'everything for the paint shop,'" said Treasurer Leo R. Jalenak.

"Now in its 31st year as an automotive distributor, Mills-Morris Co. is out to set an all-time high in the sale of paint and paint shop supplies," Jalenak said. "After the catalog had been circulated only three weeks, results far exceeded expectations.

"We have finally produced a catalog that is extremely helpful to paint and body shops. Our entire sales organization is so enthusiastic over this new sales help that salesmen are using it in opening new accounts as well as selling present dealers their entire paint-shop requirements."

The catalog has nine pages on automotive lacquers and enamels. Two pages are devoted to wall-cabinet assortments, showing how shops can have an inventory of assorted colors on hand at all times. One page describes advertising material and another features a color-mixing outfit. All the necessary equipment and supplies for painting are illustrated and described.

The company is featuring the catalog in its newspaper advertising. The campaign is scheduled for an eight-week period and is to appear in publications at Memphis and Nashville, Tenn., and Jackson, Miss. The firm also is conducting a sales contest for its 38 salesmen of its eight branches.

"General conditions in our territory are good," reported **P. D. Bayliss**, manager of **Paul Lashley Supply Co.**, Shreveport, La. (*More Jobber News on page 150*)



HELPFUL BOOKLETS FREE

101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kiolen Avenue, St. Louis 20, Mo.

103. FOUR-PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

104. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstating facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

105. AIR BRAKE BULLETIN—Discusses the three Wagner Air Brake Systems, with schematic diagrams. Principle of Wagner Rotary Compressor fully explained with cross-section drawings and photographs. Give construction and performance characteristics. Ask for KU-50-B. Wagner Electric Corporation, 6364 Plymouth Avenue, St. Louis 14, Missouri.

106. A 36 PAGE BOOKLET designed to serve as a handy guide for bus and truck fleet operators and garage and service station personnel, recommending specialized materials and procedures to expedite automotive cleaning degreasing, descaling and related operations. Also included is data on a new foam-washing method for cleaning bus, truck, and car exteriors, and to steam-detergent cleaning. Oakite Products, Inc., 152 F Thames St., New York 6, N. Y.

109. AMMCO "SKILL-BUILT-IN" MOTOR RECONDITIONING TOOLS AND EQUIPMENT — Catalog pages showing famous AMMCO line of profitable motor service equipment. Amazing new ridge reamer, all-purpose small bore hone, cylinder surfacing hone, piston ring file, self-lubricating cylinder grinder, hydraulic brake cylinder hone, con rod aligners, tension indicating wrenches, and line-boring machine for main and camshaft bearings for all cars and trucks. Ammco Tools, Inc., 2104 Commonwealth Avenue, North Chicago, Ill.

111. PERMATEX FORM-A-GASKET MANUAL will contain many illustrations of important equipment on which the three types of Form-A-Gasket have been used. It, of course, emphasizes the differences between Form-A-Gasket Number 1, Number 2 and Aviation Form-A-Gasket. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

114. AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "tuffies"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 889 Cedar St., Owatonna, Minn.

116. GOOD IGNITION by Delco-Remy—A 20-page 9½x11 inch booklet covering the operation and maintenance of Delco-Remy ignition equipment. Contains 78 pictures. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

117. PLENTY OF IDEAS for tuning up service stations repair shops and car dealerships are to be found in the "Bear Idea Book". This 50-page book contains hundreds of the latest ideas on building modernization, on equipment arrangements, on station and shop layouts, and on merchandising displays. Bear Manufacturing Company, Rock Island, Ill.

119. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

122. INSTRUCTION BOOKS and technical data on the operation of Bear automotive wheel alignment, frame straightening, wheel straightening, and wheel balancing equipment. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

123. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124. McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

126. DELCO-REMY REGULATORS—A 20-page 8½x11-inch booklet covering the operation and maintenance of Delco-Remy regulators. (71 pictures.) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Ind.

127. HOW TO BLEED AND REFILL HYDRAULIC BRAKE SYSTEMS—Handy pocket-size booklet contains helpful service instructions. Describes and illustrates latest equipment and methods used in bleeding and refilling hydraulic brake systems. Send for your copy of HU-17E now. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Mo.

129. McCORD MUFFLER WALL CHART—Average wall chart giving suggested flat rate charge on replacing mufflers and pipes, and showing a listing of McCord mufflers and pipes for popular cars and trucks. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

131. BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also car record books for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

132. CATALOG NO. 45E—Automotive Electrical Products, showing complete line of replacement parts for autos and trucks. Andrews Mfg. Co., 6315 Maple Ave., St. Louis 14, Mo.

133. CATALOG NO. 500L—Featuring the 200 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134. STREAMLINER CATALOG — Makes servicing easier on front end parts. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS. Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Missouri.

136. McCORD MUFFLER CATALOG—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

137. DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures.) A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind..

139. BUELL AIR HORNS—Again available. Here's good news for the fleet owner, trucker, motorist, and boat owner . . . Buell Air Horns and Air Compressors are back from the war, having served on PT Boats and Coast Guard cutters, fighter and bomber planes. Buell Mfg. Co., 919 West 49th Place, Chicago 9, Ill.

141. THE FULL POWER STORY and Catalog of Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.

142. CATALOG NO. 45C—Automotive Cable Products by firm celebrating 25th anniversary manufacturing ignition and battery cables, wiring harness and other cable products. Andrews Mfg. Co., St. Louis 14, Mo.

144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK — a simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

146. NEW "THREE-IN-ONE" cleaning material described in a free 20-page booklet. A fine white powder, completely soluble in water. Oakite Tri-San performs important jobs of 1. deodorizing, 2. cleaning, 3. disinfecting on floors, in washrooms, rest rooms, interiors of buses and food delivery trucks—all in one operation. Has no odor, leaves none. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

149. DRIVE SHAFT BUSHING AND SEAL ASSEMBLY for all Chevrolet cars, pick-ups and most GMC pick-ups—pamphlet fully describing this unit, with cut-away illustrations showing construction. Manufactured by National Machine Works, P. O. Box 4305, Oklahoma City 9, Okla.

150. VAN NORMAN CONDENSED CATALOG—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Automotive and Aircraft Equipment Division Springfield 7, Mass.

160. NEW BLACKHAWK PORTO-POWER CATALOG NO. P 46, AND PRICE SCHEDULE—Includes "catalog of uses", covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wisc.

161. WHIZ CATALOG NO. 47-C—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

162. WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 8, Ohio.

Please send to me without obligation, free booklets No. _____

_____ described

in the June 1950 issue of SOUTHERN AUTOMOTIVE JOURNAL.

Name _____

Company _____ Position _____

Number and Street _____

City _____ State _____

Tear out and mail to Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 5, Ga.

164. AIRTEX FUEL PUMPS AND GASOLINE FILTER-DAMPER—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Filter-Dampers. Catalog AX58. Airtex Automotive Division, Chefford Master Mfg. Co., Inc., Fairfield, Ill.

169. WILLARD SERVICE EQUIPMENT—Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. WILLARD STORAGE BATTERY COMPANY, 246 E. 131st Street, Cleveland 8, Ohio.

172. WILLARD DRY BATTERIES—"A" and "B" Power Packs. "B" and "C" Power Packs. "A" Batteries. "B" Batteries. "C" Batteries. General Purpose Battery. Portable Lantern Batteries. Radio Storage Batteries. Interchange Data. Willard Storage Battery Company, Cleveland 8, Ohio.

180. THE LAMSON NO. 47-A AUTOMOTIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 85th St., Cleveland 8, Ohio.

185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS — A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

186. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

193. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

197. SPARK PLUGS — Specification wall chart for passenger cars to 1949, with pocket containing new revised "Plug-Chek" indicator and data book to assist service men in diagnosing spark plug problems by comparison with plugs removed from cars on service floor. Electric Auto-Lite Company, Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

202. TECHNICAL MANUAL—Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

203. POROUS CHROME PISTON RINGS—A 4-page folder answering pertinent questions concerning Porous Chrome—the newest development in piston rings. Koppers Company, Inc., Piston Ring Division, P. O. Box 626 Baltimore 3, Maryland.

204 AMERICAN HAMMERED PISTON RINGS—A five color descriptive catalog covering American Hammered Piston Rings and Koetherizing. Included with current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

205. UNDERBODY COATING PROFITS—A leaflet describing the new Aro Drum Pump that makes underbody coating service easier and more profitable. The Aro Equipment Corporation, Bryan, Ohio.

206. NEW SUPREME LINE OF ARO LUBRICATING EQUIPMENT — An 8-page folder showing and describing many unusual features of this ultra-modern line. The Aro Equipment Corporation, Bryan, Ohio.

207. SEE YOUR LUBE DEPARTMENT AFTER MODERNIZATION—A folder which shows sixteen modern lubrication departments with various types and arrangements of Aro Equipment. The Aro Equipment Corporation, Bryan, Ohio.

208 MOST PROFITABLE AUTOMOTIVE SERVICE—An interesting broadside on lubrication service and the modern Aro Equipment that helps to make it pay two profits. The Aro Equipment Corporation, Bryan, Ohio.

209. NEW AIR TOOLS FOR PROFITABLE SERVICE—A 24 page, illustration catalog showing the new line of Aro Air Tools especially designed for automotive service. The Aro Equipment Corporation, Bryan, Ohio.

210. AIR POWER IS EARNING POWER—A leaflet showing the many profitable advantages of Aro Air Tools and Tool Kits for automotive service. The Aro Equipment Corporation, Bryan, Ohio.

211. QUICK EASY CONNECTIONS TO YOUR AIR LINE—A folder on Aro Speed-Couplers which shows how to save time, steps and money in your shop. The Aro Equipment Corporation, Bryan, Ohio.

216. "BEHIND THE SCENES"—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

218. P & D GENUINE IGNITION PARTS—Catalog No. 47—Over 80 pages fully describing the complete line of starting, lighting and ignition replacement parts and coils for automobiles, trucks and buses. P & D Mfg. Co., Inc., 19-92 Steinway St. Long Island City, N. Y.

222. "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

225. CONDENSED CATALOG 230 — This catalog illustrates all K-D tools with a brief description of each. K-D Manufacturing Co., Lancaster, Pa.

231. STEAM CLEANING—A 12 page illustrated booklet describing the Oakite vapor steamcleaning unit, including data on construction, engineering specifications, models, available and job applications, all factually presented in concise form. Oakite Products, Inc., 152F Thames St., New York 6, N. Y.

232. NEW 36 - PAGE BLACKHAWK WRENCH CATALOG NO.247—Lists socket, box-type and open end wrenches and sets, including new "Nuggett" double-duty drive socket wrenches. Blackhawk Mfg. Co., Milwaukee 1, Wisc.

235. UNITED STATES ELECTRICAL TOOLS. A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers etc. United States Electrical Tool Co., 1050 Findlay, Cincinnati 14, Ohio.

249. CATALOG NO. 47A described in detail car application data on generator and starter armatures as well as field coils. This catalog is very comprehentive, contains valuable interchangeability data and other pertinent information on all passenger cars through 1947 as well as listing generator and starter armature applications for the popular trucks.—Arrow Armature Co., 15 Fordham Road, Boston 34, Mass.

298. AIR IMPACT TOOLS—Full details and prices on these new air tools. Bulletin 813 for capacities to ⅝". Bulletin 2096 for heavy jobs such as Spring U-Bolts, tractor treads, etc. Chicago Pneumatic Tool Co., 6 East 44th Street, New York 17, N. Y.

300. THE RICHLITE MFG. CO. has available for distribution a colorful and fully illustrated 20 page catalog of exhaust deflectors, rear view mirrors, inside door handles and many other quality automotive accessories and parts. Richlite Mfg. Co., 2326 Indiana Avenue, Chicago 16, Illinois.

301 BONDING VS. RIVETING. Four page bulletin listing the advantages and disadvantages of bonding in comparison with riveting replacement brake lining. GATKE CORPORATION, 228 North La Salle Street, Chicago 1, Illinois.

302. FAST BATTERY CHARGER. Two new revolutionary models, employing entirely new principle of battery testing and charging. Deluxe model also checks battery cables, starter current, generator and voltage regulator. McColpin-Christie Corp., 4922 S. Figueroa, Los Angeles 37, Calif.

304. ILLUSTRATED FOUR-PAGE COLOR FOLDER—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

305. MICROFINISH CRANKSHAFT MACHINE OPERATION AND CONSTRUCTION COLOR FOLDER—Developed by Storm-Vulcan featuring the fast, efficient and easy method of operation called microfinishing. Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

307. VAL-VIN-HED — Attractive catalog sheet containing information about the new VAL-VIN-HED-SILENCER designed to perform three important functions in a motor with overhead valves and rocker arms. Silences valve clicking noise, provides overhead lubrication and protects against moisture condensation. Joe L. Estes Co., Winder, Ga.

308. BOOKLET OUTLINING 21 STEP METHOD OF APPEARANCE RECONDITIONING for used cars and trucks both interior and exterior for that NEW LOOK. R. M. Hollingshead Corp., 740 Cooper Street, Camden 2, N. J.

309. OIL FILTER & REFILL, RAPID REFERENCE CATALOG has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screen and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Meriden, Conn.

310. TRUCUT PISTON LATHE—Bulletin on a new product, power driven for rapid, accurate re-ring jobs. Cleans grooves—drills accurate centers—cleans centers in less than 4 minutes per set of pistons. Frank N. Wood Co., 344 W. Main St., Waukesha, Wis.

311.—PARTS KIT FOR TRUCUT ARMATURE LATHE AND UNDERCUTTER.—Pamphlet fully describing kit containing small parts most frequently ordered for servicing TRUCUT LATHE equipment. Frank N. Wood Co., 344 W. Main St., Waukesha, Wis.

312. TRUCUT ARMATURE LATHE AND UNDERCUTTER AND GENERAL PURPOSE PRESS. 8 page catalog describing this equipment especially designed for automotive repair work. Frank N. Wood Co., 344 W. Main Street, Waukesha, Wis.

313. SUPPLEMENTARY AUTOMOTIVE ELECTRICAL REPAIR EQUIPMENT is described in a Frank N. Wood Co. bulletin. TRUCUT Mica Undercutter, Mica Undercutter Attachment for general purpose lathes, Armature Shaft re-threading Tool, Armature Tester. Frank N. Wood Co., 344 W. Main St., Waukesha, Wis.

314. NEW 1950 ISSUE BRAKE PARTS CATALOG.—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6400 Plymouth Avenue, St. Louis 14, Mo.

316. CHAMOIS AND SPONGES—Catalogue containing information about Chamois and Sponges for heavy duty and continuous use or cheap for resale to occasional users. All types, also wool wash mitts, Loofa-Cellulose Windshield Wipers. Schroeder & Tremayne, Inc., 500 N. Commercial Street, St. Louis 3, Mo.

317. GRIZZLY BRAKE BONDING CATALOG—Describes equipment for conditioning shoes for bonding, power pressure gas heated bonder; clamping devices and gas and electric ovens for bonding. Complete listing of Saftibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

318. SMITHY MUFFLER CATALOG—Contains factual Dynamometer, Horse Power, Back Pressure and Mileage Charts also complete listing Single Custom Built Replacement Mufflers for all cars and Dual Exhaust Systems for V Type Motors. Smithy's Muffler Mfg. Co., 1716-18 Naud St., Los Angeles 12, Calif.

319. JARRETT'S WITE WALL COMPLETE 4-PAGE CONDENSED CATALOG with illustration, testimonials, fully describing the new exclusive-formula, white side wall tire cleaner, produced by The Cecil H. Jarrett Company, Inc., Newton, North Carolina.

More Jobber News

(*Continued from page 147*)

Ad Council Announces Third Jobber Contest

ADVERTISING merit awards to the automotive jobbers will be made for the third time this year by the Automotive Advertisers Council, according to S. R. Robinson, advertising manager of the Grey-Rock Division of Raybestos-Manhattan, Inc., and chairman of the council's wholesaler advertising award committee.

Awards are given for the best automotive wholesaler advertising program over a 12-month period and are intended to encourage better advertising and merchandising in the industry.

Any automotive jobber in the United States and Canada who does at least 75 per cent of his annual volume at wholesale in the automotive service industry is eligible, regardless of size or whether or not he is a member of a jobber association.

Awards are made in four divisions for the United States based on dollar volume. The groups range from one for jobbers doing over $2,000,000 annually to one for jobbers doing less than $250,000 annually. Entries are judged only in competition with others in the same volume group, it was announced.

All entries must be received by the council by Sept. 1, 1950. Entry blanks are available from NSPA, MEWA, MEMA or from George W. Stout, executive secretary, Automotive Advertisers Council, 105 Jennings Building, New Castle, Ind.

13 Southerners Join Roster of MEWA

THIRTEEN southern wholesalers were among the firms added to the membership of Motor and Equipment Wholesalers Association at a meeting of the board last month.

They include: Auto Parts Co., Selma, Ala.; Auto Parts Service, Inc., Beckley, W. Va.; Automotive Parts Co., Shreveport, La.; George H. Callcott, Kerrville, Texas; Central Battery Co., Louisville, Ky.; Crawford Co., Inc., Shreveport, La.; Kyser's Motor Exchange, Inc., Mobile, Ala.; Mathews Auto Electric Co., Tulsa, Okla.; Pound Brothers Automotive Service & Supply Co., Albuquerque, N. M.; Selma Parts Service Co., Inc., Selma, Ala.; Sherman Auto Parts Co., Sherman, Texas; Watkins Auto Parts, London, Ky., and Young Parts & Supply, Fort Lauderdale, Fla.

Weldon Dies at Shreveport

Al Weldon of Shreveport, La., widely known in automotive circles in the Southwest, died last month after a heart attack. From his Shreveport headquarters he managed five stores for the Automotive Parts Co. He had been connected with that firm since 1930.

Moore Represents Malsbary

Emmett L. Moore & Son has been appointed factory representative by the Malsbary Mfg. Co. in Florida, Georgia, Alabama, Tennessee and the Carolinas from the office at 2161 College Ave., N. E., Atlanta, Ga.



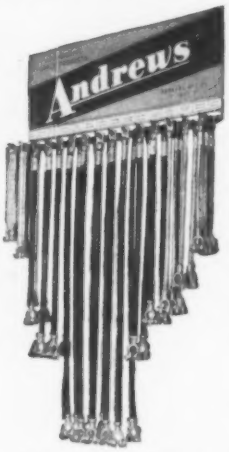


ATTRACTIVE DISPLAYS

SPEED SALES & SERVICE!

Modern cabinet merchandisers, wall racks and connector displays keep Andrews fast-selling parts at your finger tips . . . ready for instant use. Specify Andrews — your best electrical connection!

Customer Satisfaction Since 1921



Andrews
MANUFACTURING CO.
ST. LOUIS, MO.

ANDREWS QUALITY LINE

Merchandisers
Battery Cables
High Tension Cables
Primary Cable
Ignition Cable Sets
Harness for Fords
Harness for Chevrolets
Battery Terminals
Ignition Terminals
Service Lights

Coils, Ignition — All Types
Voltage Regulators
Solenoids
Starter Switches
Dimmer Switches
Lock Switches
Head Light Switches
Push Button Switches
Cutouts . . Generators

Horn Relays
Light Relays — Single & Dual
Circuit Breakers
Brushes . . Rotors . . Caps
Condensers . . Contacts
Resistors
Bushings
Change-over Starter Kits
Service Parts

News Briefs

(*Continued from page 79*)

Commissioner Dean R. Morley told the convention that Arkansas issued original title certificates in approximately two months, one of the fastest titling jobs in any state.

Dr. Albert P. Haake, economic consultant to General Motors Corp., spoke at the afternoon session.

F. O. Rice of Pine Bluff was elected president of the association and Roland Hughes of Jonesboro was chosen vice-president. W. E. Bale, Little Rock, was elected treasurer. Link Lewis is secretary-manager.

Three-year members named to the board include: C. M. Burger of Bentonville, B. R. Hamm of Hope, J. R. Deaderick of Forrest City, Bob Eden of West Memphis, R. J. Ross of Fort Smith, W. C. Blankinship of Warren, A. H. Talkington of Russellville and Kendall Moore of Newport. Ray Harp of Booneville was elected for a one-year term.



Directors of the Arkansas Automobile Dealers Association include (l. to r.): Seated, Kendall Moore of Newport, J. R. Deaderick of Forest City and Bob Eden of West Memphis; standing, Ray Harp of Booneville, A. H. Talkington of Russellville, C. M. Burger of Bentonville, B. R. Hamm of Hope and R. J. Ross of Fort Smith. W. C. Blankinship of Warren is also a director. The story on the convention and a picture of the new officers appear on page 79.

Toms Heads Southern Sales For Lincoln-Mercury

WILLIAM A. Toms, Jacksonsonville district sales manager for the Lincoln-Mercury Division since July, 1946, has been promoted to sales manager of the recently-formed southern sales region. He will headquarter at the Ford assembly plant in Atlanta and direct sales activities in 12 southern states through five regional offices.

Toms started with Ford Motor Co. at Charlotte, N. C., in 1929 and moved to the Atlanta branch in 1932. In 1935 he was transferred to the Lincoln-Mercury office at Jacksonville, where he remained except for time spent in the Coast Guard.

Reeder Goes to Kansas City

Stuart H. Reeder has been appointed Kansas City zone manager for Pontiac Motor Division. He has been in the industry for 21 years, most of that time in the Middle West. In 1938 he was made district manager at Kansas City and later special representative in that area.

The nation's oil companies found oil or gas in 25,000 wells last year, it has been reported.

Crosley Appoints Five Southern Distributors

FIVE southeastern and southwestern distributors for Crosley Motors, Inc., were appointed last month, Powel Crosley, Jr., president, announced.

They are: Gregg Motors, Miami, Fla.; Morris Brothers, Paducah, Ky.; Car Sales of Kansas, Inc., Kansas City, Kan.; General Sales Co., Kinston, N. C., and McCain Motors, Abilene, Texas.

Tompkins Heads Sales For York Electric

J. A. TOMPKINS, Jr., has been appointed general sales manager of the York Electric & Machine Co., York, Pa., manufacturer of Bilt-Well and Foreman axle shafts.

He was formerly assistant sales manager for the American Hammered Piston Ring Department of Koppers Co., Inc.

Automatic Advances Holland

H. O. Holland has been elected vice-president in charge of sales for all divisions of Automatic Steel Products, Inc. Formerly vice-president of the Kellogg Division of American Brake Shoe Co., he had been director of sales for Automatic Steel since 1947.

DOUBLE SEAL HYDRAULIC PISTONS

For Hydraulic Wheel Cylinders
Set No. 250 fits Chrysler, Plymouth and Dodge 1942 to 50 incl.



Two "O" Rings give double protection and rolling action to eliminate wear, increase life span, prevent leaks and frozen pistons. Piston rides entirely on rubber to prevent cylinder scorching. Double Seal for double protection. Packed in complete car sets—8 complete pistons per package.
List Price $6 per set.
Replacement "O" Rings, 20c list.

BOYLE DISTRIBUTING CO.
942 S. Boyle Ave.
Los Angeles 23, Calif.

BUY BOYLE
FOR BETTER BRAKE PARTS
BETTER BRAKE BUSINESS
Sold Through Jobbers Only
Write for Complete Information

Louisiana and New Mexico Lead Registration Rise

THE nation's motor vehicles increased another 8.6 per cent in 1949, with Louisiana, New Mexico, Wyoming and Kentucky reporting the highest percentage increases, according to reports received by the Bureau of Public Roads of the Department of Commerce.

The reports from the 48 states showed that 44,670,588 private and publicly-owned automobiles and commercial vehicles were registered in the United States last year. This compares with 41,137,018 registrations in the United States in 1948, the federal agency reported.

Private - automobile registrations, totalling 36,292,703, showed the greatest gain, 9.2 per cent over 1948. Registrations of private commercial vehicles increased 6.4 per cent to a total of 7,359,078 in 1949. The number of publicly-owned vehicles was 550,345, or four per cent greater than the total in 1948.

Seventeen states reported an increase of ten per cent or more in total vehicle registrations. Texas was one of seven states which registered over 2,000,000 vehicles each.

Motor vehicle travel on rural roads and city streets throughout the country also reached an all-time high last year. The 1949 total was 7.7 per cent higher than in 1948 and 27.2 per cent above the prewar peak. This trend upward continued during the first three months of 1950, the bureau reported.

Comparative registration figures for the states are shown below:

	Total 1948 Registrations	Total 1949 Registrations	Percentage Increase
Ala.	541,993	596,846	10.1
Ariz.	216,702	240,359	10.9
Ark.	389,410	434,395	11.6
Calif.	3,798,813	4,161,109	9.5
Colo.	469,545	510,222	8.7
Conn.	632,053	663,205	4.9
D. C.	171,188	181,766	6.2
Del.	88,316	96,497	9.3
Fla.	782,435	867,510	10.9
Ga.	716,287	792,391	10.6
Ida.	221,983	243,749	9.8
Ill.	2,222,953	2,414,354	8.6
Ind.	1,304,824	1,339,914	2.7
Ia.	897,755	988,924	10.2
Kan.	758,149	815,821	7.6
Ky.	616,400	692,370	12.3
La.	518,601	608,196	17.3
Me.	251,870	253,035	0.5
Md.	574,005	616,217	7.4
Mass.	1,111,359	1,176,919	5.9
Mich.	2,005,949	2,204,643	9.9
Minn.	977,474	1,066,992	9.2
Miss.	397,723	438,412	10.2
Mo.	1,112,229	1,194,899	7.4
Mont.	221,222	246,009	11.2
Nebr.	509,666	544,017	6.7
Nev.	63,223	69,119	9.3
N. H.	160,487	167,327	4.3
N. J.	1,331,916	1,440,773	8.2
N. M.	178,258	204,713	14.8
N. Y.	3,195,072	3,437,439	7.6
N. C.	848,357	921,498	8.6
N. D.	235,743	259,803	10.2
O.	2,423,264	2,589,031	6.8
Okla.	683,465	753,724	10.3
Ore.	574,331	632,109	10.1
Pa.	2,570,792	2,752,985	7.1
R. I.	224,244	236,687	5.5
S. C.	484,579	527,439	8.8
S. D.	249,659	272,545	9.2
Tenn.	672,522	750,160	11.5
Tex.	2,301,638	2,568,491	11.6
Ut.	208,908	223,763	7.1
Vt.	111,603	114,729	2.8
Va.	769,010	823,620	7.1
Wash.	791,226	858,522	8.5
W. Va.	406,147	438,493	8.0
Wis.	1,042,035	1,124,641	7.9
Wyo.	101,635	114,206	12.4
Total	41,137,018	44,670,588	8.6



Here are exterior and interior views of the Paul Prigg cruising sedan, scheduled for commercial production in six months. The vehicle is no longer than an average car and not much wider, the Miami, Fla., manufacturer said. It has a built-in-sink and table lavatory and can be converted into a bedroom for four at night. The driver's seat is almost directly over the front wheels and the motor in the rear. The interior is lined with quilted plastic to deaden sound.

cold *blasts stubborn dirt*

no back splash steam

build business with a 15 minute car wash



connects to your air and water supply

wash cars without boots or apron

WASH!
MIT!
RINSE!
LET DRY!

cleans motors and parts

HYDRO-AIR PRESSURE WASHER $9.95

If your jobber cannot supply you, we will send you one direct, postpaid.

D & M PRODUCTS, INC.

29 North Raymond, Pasadena, Calif.

Texans Recommend English For the "Little Cabinet"

By Baron Creager
Southwestern Editor

HENRY English of Dallas, Texas, president of the American Trucking Association, was enthusiastically endorsed for membership in President Truman's "little cabinet" last month at a thousand - plate banquet spread in Dallas as a prelude to the annual convention of the Texas Motor Transportation Association. English is past-president of that organization.

This banquet was a testimonial to the popularity of English and his leadership in the industry and in civic affairs and included in a long list of distinguished speakers were Harold C. Stuart, assistant secretary of the U. S. Air Force, and Gov. Allan Shivers, of Texas.

Harrison Wood, radio commentator and newspaper columnist, suggested nomination of English to the "little cabinet" by telegram to President Truman. While addressing the dinner guests, Wood called for a vote on the proposal. This brought the audience up standing and applauding.

English, head of the Red Ball Motor Freight Co. of Dallas, built his huge trucking operation from a start with a second-hand Cadillac. As a young man he became displeased with late train schedules, borrowed $100, bought the car and started a bus service.

English was one of the principal speakers on the program of the Texas association convention, which might be termed anti-climactic after enthusiasm of the testimonial dinner. But it brought from John V. Lawrence, managing director of ATA, a warning that a dogfight between the railroads and the trucking industry is the surest way to invite government ownership of this country's transportation.

M. C. Horine, sales training manager for the Mack International Truck Corp., predicted a pronounced trend in the future toward diesels.

Other speakers were Capt. A. A. Nichoson, The Texas Company, New York; Col. Homer Garrison, director of the Texas Department of Public Safety; Charles Ray, of Markel Service, Richmond, Va., and Walter Belton, director of public relations for ATA.

After three days of business sessions the Texas association named A. R. Duke to the presidency, succeeding Fred Gillette. Duke is general manager of Joe D. Hughes, Inc., a Houston trucking firm.

Other officers elected were: R. C. Delavan of San Antonio and Wayne Cudd of Wellington, vice-presidents; Ellis Pratz of Alice, treasurer, and James E. Taylor of Austin, secretary.

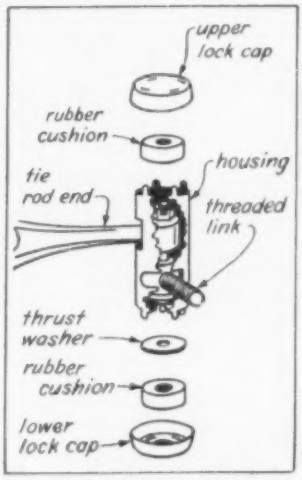
New directors are: A. Leander McAlister of Wichita Falls; O. B. English, George T. Howard, Frank Oldham, Lee J. Rhoades and Bob Hancock of Dallas; Wayne Kelly of Lubbock, J. R. Boswell of Fort Worth, M. S. Johnson of Houston and J. I. Haley of Corpus Christi.



Henry English (left) receives a testimonial plaque from E. J. Zimmerman, president of the Dallas Rotary Club, in which English holds a perfect 14-year record for attendance. The presentation was made at the testimonial dinner for English held last month.

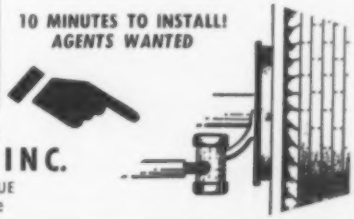
A great portion of convention deliberations was devoted to group meetings of various classifications of operators. San Antonio was chosen for the 1951 meeting of the association.

NEW Safety Shield for TIE ROD ENDS



Safety Shield — now widely acclaimed — is simply constructed, composed of replaceable sections as shown at left. It protects drivers and riders from accidents caused by broken tie rods — and gives the steering assembly longer, safer wear.

10 MINUTES TO INSTALL!
AGENTS WANTED



ASK FOR FULL DETAILS
SAFETY SHIELD, INC.
1111 HIGHLAND PARK AVENUE
Chattanooga 4, Tennessee



Officers of the Missouri Automobile Dealers Association include (l. to r.): Paul Johnson, Paul Johnson Motor Co., West Plains, president; Sidney Weber, St. Louis, retiring president; Manager James A. Gorman; J. M. Allton, Allton Automobile Co., Columbia, treasurer, and J. H. Edwards, assistant manager. Vice-presidents are Don Fitzgerald, Kansas City, and George Weber, Jr., St. Louis.

Missouri Meeting Stresses Growth of the Association

With a change in headquarters from St. Louis to Jefferson City, a new secretary-manager and the addition of several services within the last few months, the Missouri Automobile Dealers Association emphasized the growth of its activities in the program of the 11th convention at Kansas City May 23.

In his first report, James A. Gorman, secretary-manager, explained the new services added by the association, including title service, group insurance, collection service, registration service, bulletin and special letter service.

M. R. Darlington, Jr., of the Inter-Industry Highway Safety Committee, was the speaker at the noon luncheon. He praised the school driving program and warned dealers that if it becomes too dangerous to drive on the highways, cars would be hard to sell.

While schools should buy their cars as they do other equipment, the loan of driver cars is still a good investment in good-will for the dealer that returns plenty of business, Darlington said.

The main talk of the afternoon came from Irwin W. Walls, Walls Pontiac Co., Dallas, Texas, whose subject was "Your Business and Mine."

R. S. "Bob" Armacost, former president of the Missouri association and NADA director for Missouri, reported on activities of the national association.

Herbert M. Gould, general manager of the Motors Holding Division of General Motors Corp., finished up the afternoon session with a talk on dealer management.

Russell W. Sexton, Sexton Motor Co., Jefferson City, made a report on the new headquarters at Jefferson City and invited all members to stop and inspect the quarters when going through that city.

Paul Johnson of West Plains was elected president, succeeding Sidney Weber of St. Louis. George Weber, Jr., of St. Louis and Don Fitzgerald of Kansas City were named vice-presidents. J. M. "Tom" Allton of Columbia was reelected treasurer. J. H. Edwards, the new assistant manager, was introduced to the convention.

While attendance fell a little short of the 400 for which a drive was made, interest of the dealers was high.

A banquet in the main ballroom of the President Hotel was the closing feature of the meeting.



Ochsenreiter Gives Up Asheville Franchise

Eugene C. Ochsenreiter, past president of the North Carolina Automobile Dealers Association and president of the Chamber of Commerce at Asheville, N. C., has given up his Dodge-Plymouth franchise.

He is now operating a complete service department, handling parts and accessories and buying and selling used cars at 77 Coxe Avenue in Asheville.

Price Plans Expansion In Dallas Suburbs

Plans for the construction of branch plants in University Park and Oak Cliff have been announced by Richard J. Price, president of Dick Price Motor Co. (De Soto-Plymouth), Dallas, Texas.

Both buildings will provide modern offices, sales rooms and service departments. Management of the branches will come from the present staff at the main location, Price said.

The firm was organized in 1940 and closed during the war. It was reopened when Price returned from the service with a staff of ten employees. There are now 74 on the staff.

Kentucky Dealers Reelect Harrod as President

Orville R. Harrod has been reelected president of the Kentucky Automobile Dealers Association. Other officers chosen for another term include: Charles B. Wilson, vice-president; Ben F. Long, secretary-treasurer, and Lew Ullrich, managing director of the group.

Nine new directors were named: David E. Castleman, Sam Hicks, James B. Kittrell, Frank Roberts, Sr., O. H. Wallace, C. M. Williamson, Frank Wilson, O. F. Hands and W. H. MacLean.

Does Your Firm Shy Away From Making Truck Sales?

By REX G. POWELL
Partner, Fuquay Motor Co. (Ford)
Fuquay Springs, N. C.

These are excerpts from a speech by Mr. Powell at the recent convention of the North Carolina Automobile Dealers Association.

FIRST of all, I would like to give some of our experiences in truck merchandising. My brothers and I operate two small dealerships in towns of about 2,000 people each and in 1949, a year that was very competitive, we had a very good truck year, from the standpoint of our profit and sales.

Eighteen per cent of our total sales was new-truck sales. Twenty-one per cent of our total gross profit came from truck sales. Our new-truck gross profit was one half as much as our new-car gross profit. All this is true in spite of the fact that we lost no money on used-truck merchandising.

This record was accomplished by planning our work and working our plan. Our plan always calls for having a bigger sales objective each month than we think we can attain and enthusiastically pursuing that objective. We always try to aim high. . . .

I believe that the truck dealer should use his advertising dollars as wisely as possible. I have found it very advantageous for us to use direct mailing, particularly the use of postal cards. We have found this to be one of the best means to bring customers to our place of business. Then, too, we have chosen our newspaper advertising with a great deal of care. Also, we have established a good many bird dogs and we have found this to be a very profitable investment.

We have always tried to have a sound financing policy on trucks, because the lack of a good financing policy will ruin any business. We operate in an agricultural area and we are always called upon for farmer-plan financing on light-duty trucks and we always try to accommodate the customer. . . .

Too many dealers are afraid of truck selling because they think they cannot make any money and when we investigate this attitude, we find lying back of it all a lack of dealer interest. Dealers have been sending boys to do a man's job. And selling trucks is a man-size job.

The salesmen have caught the non-interest attitude of their dealer and consequently the salesmen are not interested and have become non-truck-minded.

That is the greatest danger facing truck merchandising today—lack of dealer interest. As a result, salesmen are not trained like they should be. It takes more than a pat on the back to equip a salesman.

He Sells Trucks Only

We have found it very effective to have one man in our dealership to sell trucks and trucks only. This has a good many advantages. First of all, it makes this salesman alert to all truck-sales opportunities. Second, he becomes familiar with his product. Third, he becomes aggressive-minded. Fourth, he develops an inquisitive mind.

Every truck dealer is now more conscious than ever of the cost of doing business. Truck sales have decreased and the cost of selling has increased. Profits are decreasing as competition increases. In view of this fact, we must be more aware of the source of our income.

There are two roads open to every dealer. First, cut expenses. Second, increase sales. I am in favor of cutting expenses but I am not in favor of cutting off my nose to spite my face. The dealer, in my opinion, who tries to cut expenses by cutting his truck-selling expenses is taking the expense off the wrong place. We must be careful, however, that we reach the right decision in decreasing expense. Arriving at the right decision is always helpful.

Our dealerships have chosen the increase-sales idea because cutting sales expense only cuts our sales potential. . . .

We have had so far this year the best service absorption in the history of our business and I attribute a great deal of this success to our hard-hitting truck-selling organization. . . .

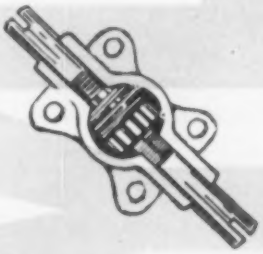
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Suited for industrial, commercial, construction or agricultural use; ideal for stand-by service. Will sell at $900, which is less than half its initial cost. Address Box 143, c/o SOUTHERN AUTOMOTIVE JOURNAL 806 Peachtree St., N. E., Atlanta 5, Ga.

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For all Ford Cars and Trucks from 1935 to 1938 — and in a special type for Model A and B Fords from 1928 to 1934 inclusive.

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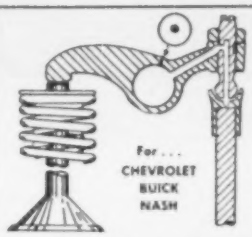
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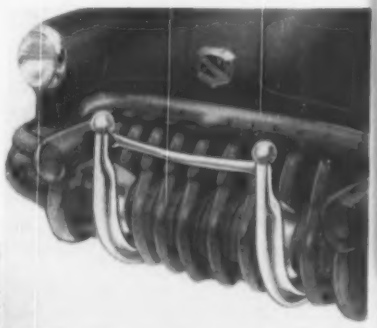
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Always pick Van Auken the *guard* that represents a style; the *name* that stands for Automotive Guards.

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MOPSY



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2. The 28,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.

3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal

806 Peachtree St., N.E.

ATLANTA 5, GEORGIA

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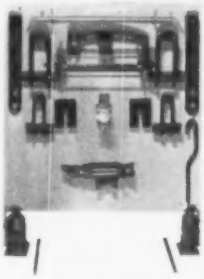
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When your men start wearing Partridge Quality Uniforms, two important things happen. First, the customers acquire a greater respect for your business and your men. Second, the men feel greater respect for themselves.

These uniforms are not only good looking, but long-wearing, comfortable and well tailored. And they are reasonably priced. The Partridge Quality line also includes shirts, trousers, jackets, caps, and coveralls.

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